

Dallas

FEBRUARY • 1952

What Is FEATHERLITE?

FEATHERLITE is the trademarked name of an expanded shale aggregate that is used with Portland cement, instead of sand and gravel, to form concrete that is one-third to one-half lighter than conventional concrete. Expanded Shale Aggregate has by far the greatest crushing strength of any lightweight aggregate, according to a report by the National Bureau of Standards. FEATHERLITE is made only from expanded shale.

MASONRY UNITS. Concrete masonry units made with FEATHERLITE Expanded Shale Aggregate combine strength and everlasting beauty. Throughout Texas and the Southwest, builders are turning increasingly to these units for the construction of homes, schools, churches, public and institutional buildings, apartment buildings, commercial structures. Men who really know lightweight concrete specify FEATHERLITE Expanded Shale Aggregate masonry units . . . for beauty, economy, permanence and strength.

STRUCTURAL and MONOLITHIC CONCRETE. Use of FEATHERLITE Expanded Shale Aggregate in multi-story buildings reduces dead weight . . . saves steel. FEATHERLITE concrete has best workability, requires no special mixing equipment, is uniform in quality, offers a high degree of fire resistance. Buildings recently completed or now under construction using FEATHERLITE for structural or monolithic work include the Republic National Bank Building, Corrigan Tower, Adolphus Hotel Addition, Gibraltar Life Insurance Co. Build-

ing, all in Dallas; Oil and Gas Building, Fort Worth; Chadbourn Building, San Angelo. FEATHERLITE concrete also is high in favor for the tilt-up method of wall construction because it is light in weight, easy to handle, of superior structural sturdiness.

PRECAST ROOF AND FLOOR SLABS. The nation's oldest producer of lightweight concrete floor and roof slabs, the George Rackle & Sons Co. of Cleveland, uses Expanded Shale Aggregate exclusively. Rackle roofs, made in Texas at the

company's Houston branch, offer everlasting service with no maintenance cost and best fire protection. First cost is last cost. FEATHERLITE Expanded Shale Aggregate is used exclusively in Texas-made Rackle roof and floor slabs.

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WAMIX, INC.
Sterling 2151 — 2221 Irving Blvd.

C. A. & J. W. VILBIG, JR.
Riverside 2668 — 2026 Singleton Blvd.

For FEATHERLITE Concrete Masonry Units, call

NOLAN BROWNE CO.
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For FEATHERLITE Precast Roof Deck, call

THE GEO. RACKLE & SONS CO.
Orchard 1736 — Houston — P. O. Box 15008

REFRACTORY CONCRETE. Because of its resistance to extreme heat, FEATHERLITE Expanded Shale Aggregate is ideal for use with calcium aluminate cement in furnaces, boilers, burners, incinerators, industrial smoke stacks, and other places where temperatures rise as high as 2000° F.

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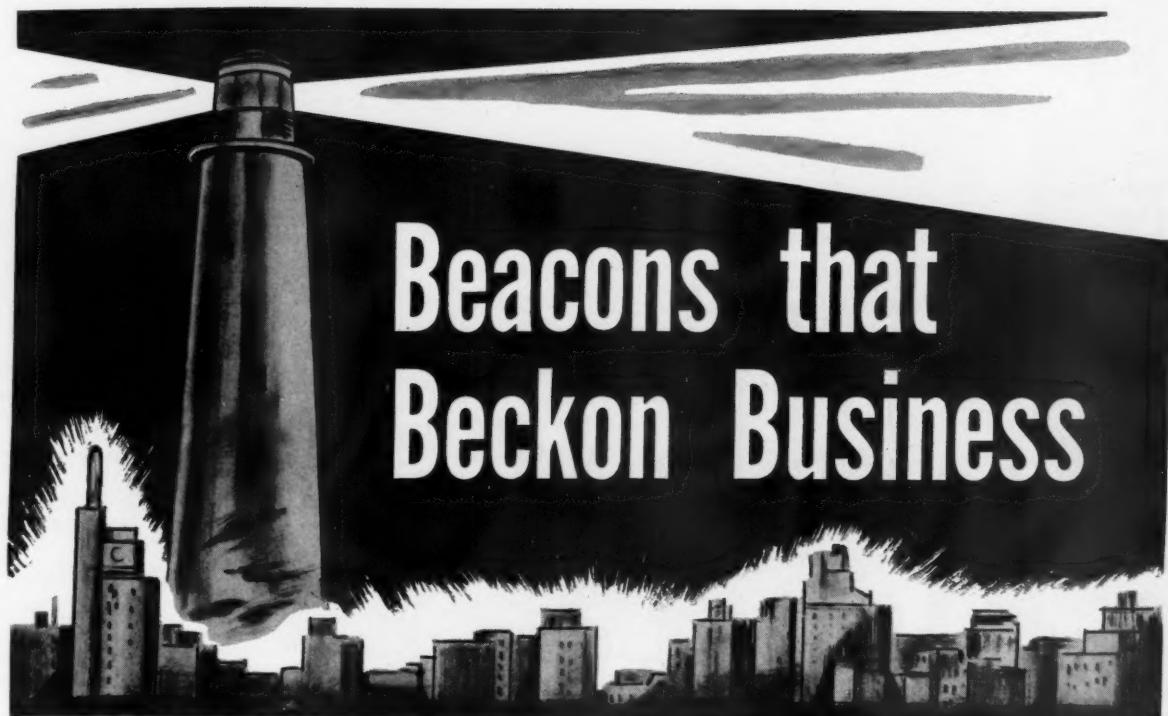
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CORPORATION

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SIGNS designed with eye-appeal—quality built, carefully erected and maintained—serve an important twofold purpose in a progressive community.

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Dallas PIONEERS



Established

1857 Sanger Bros.
In Texas
Opened Dallas Store in 1872

1869 The Schoellkopf Company
Manufacturers and Wholesale Distributors

1872 Waples-Platter Company
White Swan Fine Foods

1874 Bolanz & Bolanz
Real Estate and Insurance

1875 First National Bank in Dallas
Banking

1876 Lyon-Gray Lumber Company
Experienced Retailers of Building Materials

1878 National Bank of Commerce
Banking

1888 Sutton, Steele & Steele, Inc.
Engineers and Manufacturers
Specific Gravity, Electrostatic and Controlaire Separators

1889 Austin Brothers Steel Co.
Steel for Structures of Every Kind

1889 Watson Company
Contractors and Builders

1892 The Egan Company
Printing, Lithographing, and Embossed Labels



Established

1893 Oriental Laundry and Cleaners
Finer Laundering, Cleaning, and Fur Storage

1896 Briggs-Weaver Machinery Co.
Industrial Machinery and Supplies

1897 Anderson Furniture Co.
Dallas' Oldest Furniture Store

1898 Lang's Floral & Nursery Co.
The Southwest's Foremost Florist Decorators, Nursery Landscape Service

1898 The Praetorians
Life Insurance Service

1902 Cullum & Boren
Red Fox Athletic Uniforms
Wholesale and Retail Sporting Goods

1904 T. A. Manning & Sons
Insurance Managers
Fire—Casually

1905 Smith's Detective
And Nightwatch Service
Electrical Protective Service

1910 Red Bryan's Smokehouse
Barbecued Meats

1910 Moser & Co.
Realtors
Industrial, Commercial and Residential Leases and Sales

1911 Graham-Brown Shoe Company
Manufacturing Wholesalers

THE youthful lamplighter depicted in the above sketch of Dallas during the early seventies was undoubtedly a key figure in the utility business of that period. Just emerging from the status of a village, Dallas had a population of 3,000 in 1870 and one year later it was incorporated as a city in 1871. Three years later J. F. Murphy and Charles F. Bolanz founded the pioneer real estate firm of Murphy & Bolanz on Sycamore Street, now Akard, near Main. The lamplighter began to fade out of the picture in 1882 when the first electric lights were installed in Dallas, and as the tide of southwestern immigration swelled during the eighties, Dallas became a center for Texas land sales in which this firm carried on a substantial business. In that period the firm maintained a complete map department, making some of the earliest maps of Dallas and this section. Through the years the firm has had a part in many real estate transactions in Dallas both in the downtown section and its earlier subdivisions. Now in its seventy-eighth year, Bolanz & Bolanz is operated by Charles M. Bolanz, son of Charles F. Bolanz. Its present offices at 213 Browder, just a stone's throw from the firm's original site, are in the center of downtown Dallas.

*Illustration loaned to DALLAS Magazine from originals created for the Sanger Brothers Pioneer Collection.

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.



Dallas

February • 1952

VOLUME 31

NUMBER 2

ESTABLISHED IN 1922 BY THE DALLAS CHAMBER OF COMMERCE IN THE INTEREST OF DALLAS
AND THE SOUTHWEST, OF WHICH DALLAS IS THE SERVICE CENTER

HORACE AINSWORTH Editor
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Advertising rates on application. Subscription rates, \$5.00 per year. Single copies, 50 cents. Foreign, \$6.00 per year. Published monthly and entered as second-class matter, February 6, 1922, at the Post Office at Dallas, Texas, under the act of March 3, 1879. Reprint permission on request. Offices 1101 Commerce Street, Dallas 2, Texas. Telephone PR-8451. DALLAS is owned and published by the Dallas Chamber of Commerce. Its objective is to assist the Dallas Southwest in achieving a sense of unity and cooperation by presenting articles which may prove interesting and informative to businessmen. Neither DALLAS nor the Dallas Chamber of Commerce stands sponsor for nor is committed by the views expressed by authors in these articles.



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in Dallas

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WASHINGTON

By DALE MILLER

Representative of the Dallas Chamber of Commerce
in the Nation's Capital

The Weeds of Corruption

DEMOCRATS and Republicans are generally agreed, the former lugubriously and the latter with avid anticipation, that the major issue shaping up in the forthcoming presidential campaign is corruption in government. It is not the first time that venality in public office has been a pulsing political issue, nor will it be the last, but it is probably true that never before has the issue been made to appear so real or so close to the people. The magic of television and radio has been responsible, of course, projecting the drama into homes, schools, bars, offices, clubs, and thus into the social consciousness of the people. It has been a new and exciting experience, awesome at times and titillating at others, and its effect has been to sharpen the perceptions of the people, particularly the senses of sight and sound; it has been wholly unnecessary, the issue being what it is, to sharpen the sense of smell.

The investigations conducted by both Congress and the courts have run a wide gamut for many months now, exposing everything from a contemptible camaraderie between the overlords of the underworld and high government officials all the way down to the petty peccadilloes of minor personnel, with serious crimes and little indiscretions scrambled together into the hodgepodge of a major political issue of 1952. We shall hear much more of all this in the momentous months to come, so much, in fact, that it will be difficult for the people to resist an emotional reaction and contemplate the issue from a cool and objective perspective.

Corruption is corruption, of course, and should not be condoned in high places or low, or in large degree or small; but it might as well be acknowledged that



DALE MILLER

in a political system like our own it is virtually impossible to define corruption in sharp and exact terms, or to isolate it in some pristine form like a germ under a microscope. For instance, most public officials are the recipients of gifts from time to time, ranging from innocuous Christmas cards all the way to deep freezes and television sets, and any effort to establish a precise line of demarcation between right and wrong in the acceptance of such favors would surpass the wisdom of a Solomon. In fact, some attempts to do so have recently been made by various intelligent men in Washington, with bewildering and comical results.

An R.F.C. executive, for instance, acknowledged before a Senate Committee that he had accepted certain gifts, like a small ham from time to time. Under prolonged questioning he defended the small ham but conceded that a large ham was improper to accept, and he eventually averred in all seriousness that a twelve-pound ham was about the limit of propriety. In another instance, a well-known Senator of puritanical reputation declared that he conscientiously sought to assay the value of each gift that he received, and if it appeared to have cost less than \$2.50 it was accepted, but if it appeared to have cost more it was returned. Others in the various strata of government expressed their own particular standards of propriety, until one philosopher came up with a classic criterion: If you can't eat it or drink it in 24 hours, send it back.

The investigations have thus produced some seriocomical aspects which are illustrative of the futility of defining rigid ethical standards. One victim was summarily dismissed from his important job when an investigation disclosed, among other things, that he had received a substantial fee for negotiating the sale of a private airplane, but to what extent were his "outside activities" more culpable than those of thousands of other government workers who supplement their in-

come after hours of driving taxis, writing fiction, or playing accordions at parties? There is of course a line somewhere between the condemnable and commendable, but where and by whom can it be drawn?

On Capitol Hill itself a number of Congressmen are members of law firms in their home states, and it is common knowledge that those firms receive substantial fees and retainers which would not have been forthcoming had not one of their members occupied a position of influence in Washington. It would be interesting to determine how many members of Congress receive income from outside activities, a practice which evidently is not deplored on Capitol Hill but is sternly frowned upon in other branches of the government.

Indeed, it is much easier to declaim the need for a code of conduct among government employees than it is to draft one. The area to be encompassed is so vast, and the activities and practices so numerous and diversified, that a common denominator of political ethics could neither be found nor enforced. This is not to imply, by any means, that the investigations and inquiries have been of little value. Their value has been great. But it is of paramount importance that the nature and significance of this true value not be missed. The investigations have necessarily dealt with personalities, for otherwise no specific disclosures could have been made; but it would be far better now if the identity of those individuals were forgotten, and attention turned to a broader and more serious awareness of the conditions which made their defections possible.

The archvillain of this drama is not the wretched culprit on whom the klieg lights turned their pitiless glare, but rather the intangible and unseen political society in which he moved, a society suffused throughout its omnipresence with favoritism and influence, and often with avarice. It is a society which perhaps must always exist among a free and untrammeled people, but it tends to escape the restraints of vigilance as the government it controls distends in scope and power. A billionaire bureaucracy which grows away from the people provides opportunities and temptations of venality; and the public itself cannot escape the responsibility for its creation. The weeds of corruption can thrive only when the garden of government is neglected by the people.

Dallas Builds

New Homes by the Acre

PLANNED development is the keynote of the Dallas metropolitan expansion during these post-war years. Residential construction in Dallas County dipped slightly to a mere total of \$115,000,000 last year, and most of this construction took place in new neighborhoods, planned by their developers with a large degree of self-sufficiency.

No longer does the "suburbanite" in Dallas County sacrifice the conveniences of city life in his suburban neighborhood. Just as modern conveniences are "built-in" his home—planned development gives him the conveniences of first rate shopping centers, theaters, transportation and other facilities.

This has not always been true in Dallas. As a matter of fact, many of the engineering headaches that now plague planners and city officials and complicate traffic problems, are the results of early Dallas developing farm by farm. In that respect Dallas was no better nor worse off than other cities of the period in the days before organized city planning.

In the field of suburban planning, Dal-

las is actually one of the pioneer cities of the nation. Highland Park and Highland Park Shopping Village, projected more than 40 years ago by Edgar Flippen and Hugh Prather, stand as outstanding examples of planned development. Today in Dallas two relatively young descendants of pioneer Texas families, Angus Wynne, Jr., and W. W. Caruth, Jr., are carrying on large scale planned developments on opposite sides of Dallas.

Highland Park Shopping Village, launched in 1931, is really the "grand-daddy" of all Dallas shopping villages. Today, after two decades of operation it is one of the nation's finest examples of planned development.

Mr. Flippen and Mr. Prather began the development of Highland Park back in 1908. They engaged the services of David Cooke of Los Angeles who designed Beverly Hills. The planned and orderly development of Highland Park

is perhaps best reflected in its residential values today and the beauty of its parkways, water-courses and natural landscape features.

Highland Park Shopping Village was launched in 1931, perhaps the first of its kind in the United States. Originally the Village provided parking space for 500 cars. Mr. Prather recalls their original fear that "people would not turn off well traveled thoroughfares leading to town to enter shopping villages."

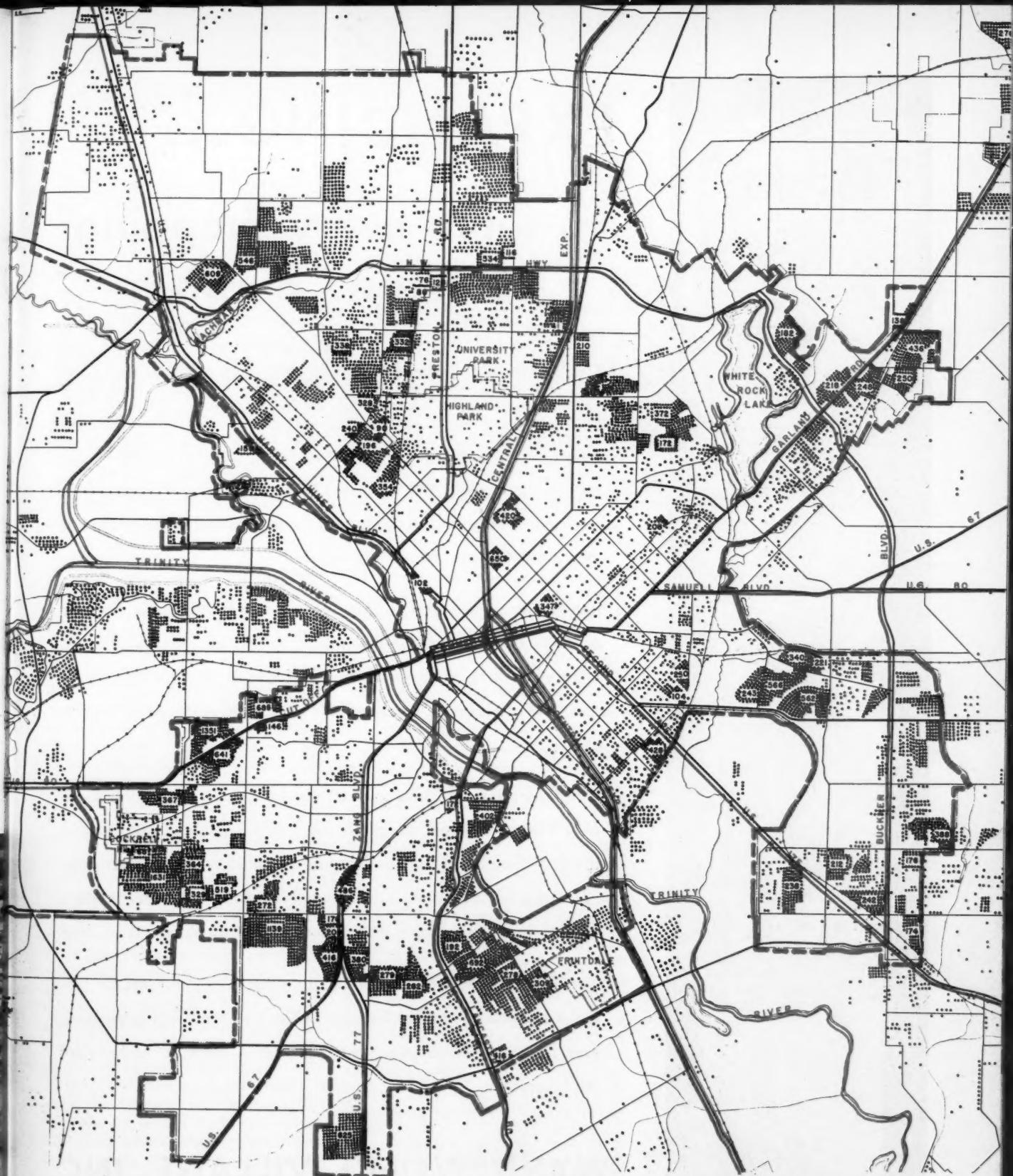
Previous to building the Village, Mr. Prather traveled through Spain with a Dallas architect, James B. Cheek, getting ideas from fairs they attended in Barcelona, Seville and other places. The nine-acre Village is designed completely in true Spanish style architecture, but as another touch of quaintness the overall pattern of the Village and the layout of buildings and streets is similar to that of small Texas towns.

The significant thing about both Highland Park and the Village is that the developers adhered to their original plans, and even national chain stores were forced to forego uniformity and occupy

By Bruce Henderson

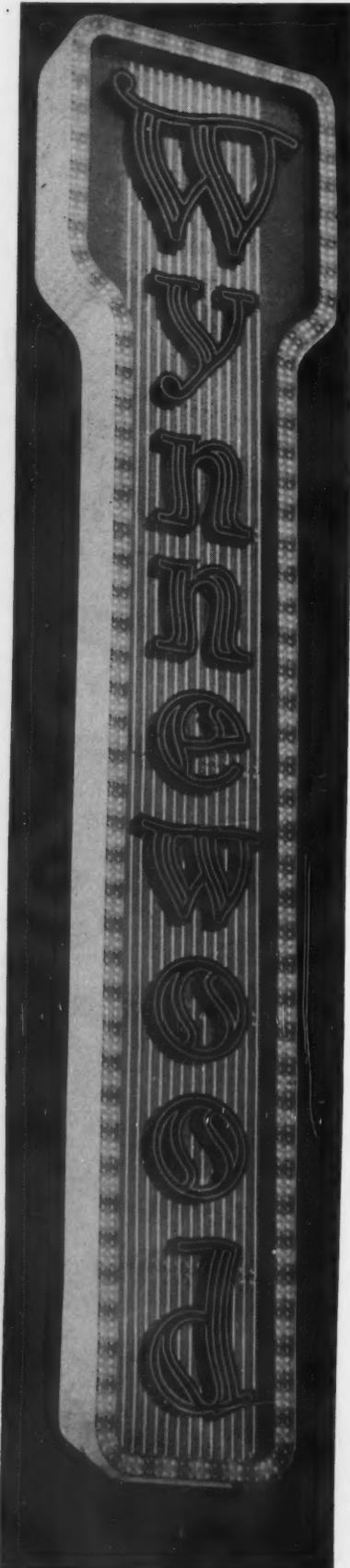
THE MODERN SHOPPING CENTER of Walnut Hill at Northwest Highway and Lemmon is nearing completion by the Peterson Construction Company. Dallas developers are "building in" shopping centers just as home builders "build in" kitchen conveniences.





New Dwelling Units erected in Dallas County during 1940 to 1950 are depicted on this map with each dot representing two new dwelling units. The actual number of dwelling units are shown on the map where there is a heavy concentration of dots, denoting the growth that has taken place on the rim of Dallas city limits. Red markings follow the city limits, major highways, principal

municipalities, White Rock Lake and Bachman Lake. The map does not include remodelling but actual construction of the dwelling units. Census figures show an increase of 76,464 units from 1940 to 1950 for Dallas County and 52,217 units for the city of Dallas alone. A breakdown of Highland Park records 1,117 new units and 2,417 for University Park. Map prepared by Steve Taylor of the City Planning Department.



EXPANDING...

to serve every shopping purse and purpose

The first unit of Wynnewood Shopping Village, comprising 13 retail stores, was opened to the public just 2 years ago.

Today, this scientifically planned shopping center, comprising 27 acres in the heart of Oak Cliff, has been expanded to accommodate more than 50 thriving retail establishments, embracing slightly more than 200,000 square feet of floor space.

Remarkable as this growth may seem, it can truly be said that the development of Wynnewood Shopping Village has really just begun. Plans are now on the drawing board to virtually double the ground area of the village and to expand the retail shopping area to 800,000 square feet.

Upon completion of this projected development, Wynnewood Shopping Village will rank among the finest in the nation . . . and will be the first complete regional shopping community in the Southwest . . . a city within a city . . . with ample parking and every modern facility designed to serve every shopping purse and purpose.

The development of Wynnewood Shopping Village reflects the fabulous postwar growth of Greater Dallas . . . a growth miraculous even in Texas, where phenomenal growth is the rule, rather than the exception.

WYNNEWOOD VILLAGE, INC.

Division of American Home Realty Co.

Developers of Wynnewood

ANGUS G. WYNNE, JR., President

DALLAS • FEBRUARY, 1952



SERVING NORTH DALLAS and the Park Cities, the Inwood Shopping Village has entered its second stage of progression with developments on the South Plaza including a large building for the J. C. Penney Company.

buildings conforming to the established architectural pattern.

Wynnewood Shopping Center is today one of the show places of Dallas with 50 stores in the present 27½-acre shopping center. These include two specialty shops, Volks and E. M. Kahn, an A&P. Supermarket, Skillerns Drug Store, Safeway Store, a theater, a 73-room hotel, a Wyatt Cafeteria and other stores and service establishments occupying 200,000 square feet of floor space.

Plans are now under way to virtually double the size of the shopping center to 48½ acres with 800,000 square feet of retail space.

The development of Wynnewood is another illustration of the tremendous energy and ability of Mr. Wynne, who entered the Navy during World War II as an apprentice seaman and came out a lieutenant commander. Recognition of his fine development work came from two major Dallas sources during the past few months in his receiving the Easterwood Cup as Dallas outstanding realtor of the year and the Hugh Prather Award as the outstanding residential builder.

On the northwest side of Dallas during the same period, W. W. Caruth, Jr., is proving to rank second to none in Dallas as an exponent of planned development. A hundred years ago the Caruth firm was a considerable distance from downtown Dallas.

During the post-war years, the present Caruth generation has easily set the pace for development in the north section of Dallas. Inwood Village and the Miracle

Mile are nationally recognized, and presently Mr. Caruth is engaged in establishing Caruth's Park Cities Village at Mockingbird Lane and Airline Road in University Park. He hopes to have this project completed by April 1, coinciding with the scheduled connection of Central Expressway with Mockingbird Lane and Northwest Highway.

The center is expected to serve a large portion of North Dallas and Vickery. Leasing of 20 stores in the village—one of which will be a major Tom Thumb supermarket—is now in progress. Some

75,000 square feet of retail floor space will be carved out of the overall 200,000-square-foot tract, and more than 100,000 square feet will be in parking space, sufficient for 300 automobiles.

A 650-foot-long play park will separate the north side of this shopping center from East Potomac Street. Permits for construction of Park Cities Village have been granted by the National Production Authority, and the shopping center has received support from the University Park city government, a large number of residents of the vicinity, and the City of Dallas traffic control department.

Between the Highland Park Village and major developments under way today, many other shopping centers have been developed through the years in metropolitan Dallas. Snider Plaza has become a great business section centering around S.M.U. Casa Linda Plaza has become an outstanding center still developing, as have the Stevens Park Shopping Center and other areas in Oak Cliff, the pre-war and post-war development of Lakewood and the Skillman shopping center.

Now Walnut Hills on Northwest Highway and Lemmon and the major development in Preston Center are only a few of the planned neighborhood developments in booming Dallas. No longer can even the best informed Dallas Citizens reel off the names of Dallas major shopping centers without the aid of an accurate map, and even maps that were ac-

(Continued on Page 53)

Tidelands Crusade

A four page section in this issue of DALLAS is devoted to the Tidelands. All Texans can help in this crusade to keep the Tidelands for Texas.

Last month DALLAS led this grass roots movement to defend the Tidelands with an outstanding editorial by Dale Miller, Washington representative of the Dallas Chamber of Commerce. Thousands of reprints of this statement have been used to further intelligent public understanding of the fundamental issues involved.

The Dallas Chamber of Commerce and members of its staff have co-operated with the Statewide Tidelands Committee in setting up a nationwide program of education on the vital Tidelands issue.

Turn to page 49 and see how you and other loyal Texans can help in the Tidelands crusade.

Construction Optimism With the

Skyline as Evidence

Photography by Squire Haskins

ONE summer day 36 years ago the Associated Real Estate Firms of Dallas published a newspaper advertisement headlined: "Dallas . . . the village of yesterday . . . the city of today . . . the metropolis of tomorrow." This undoubtedly evoked hearty chuckles from some quarters, for Dallas in 1916 was in the grip of a business doldrums. World War I had not yet spread to the United States to create a boom, cotton was selling for six cents and a period of active building had ground to a halt.

Yet few today, gazing over the Greater Dallas' industrial skyline which expanded a smashing \$78,385,000 worth in 1951 alone, would term that optimistic ad anything less than the understatement of the century.

"The prosperity of the Southwest and the upbuilding of Dallas," the advertisement continued unabated, "will go hand in hand. Dallas, the metropolis of the Southwest, will receive the lion's share of the benefits that will accrue from the development of the yet untouched and almost unlimited natural resources of this section."

That "lion's share" of non-residential construction in Dallas and environs in the past year reached a record high of \$78,385,000, far surpassing the previous top mark of \$47,344,000 set in 1950. And, according to a Dallas newspaper's annual business review of January 13, 1952, "this peak was attained despite the fact that the controlled materials plan and increased credit restrictions with new limitations on financing, reduced commercial building to a figure far below what it would have been under 1950 conditions."

That in itself indicates a tremendous confidence by manufacturers and investors in this area's value as a production center. Yet, aside from the overall expansion figures, observers point out two more major factors which fan the prevailing optimism. First, the type and stature of Dallas' new industry is of the highest order, including a great percentage of nationally and internationally recognized firms. The other factor, equally noteworthy is that the mushrooming industrial construction is not

confined to any one vicinity. New plants are springing up on all fringes of Dallas and Dallas County on sites that two, three, or five years ago were mere Trinity River lowlands or cow pastures.

Among new and expanded firms are such names as Ford Motor Company, U. S. Envelope Company, B. F. Goodrich, Falcon Manufacturing Company, Gates Rubber Company, Maytag Southwestern, Collins Radio, Square D and Sylvania Electric. New industries included food processing and packing plants, warehouses, brass fitting manufacturing firms, radio and radio equipment firms, and companies that supply materials for oil field work. Expanded organizations included plants for farm machinery distributing houses, uniform manufacturing, cement mills, retail department stores, dairies, warehouses, aircraft manufacturing and container firms.

The largest expansion reported last year was that of the Ford plant. An aggregate investment of \$4,250,000 for machinery, equipment and construction will more than double the plant's size.

International Harvester Company's giant parts depot in the Trinity Industrial District at the corner of Irving Boulevard and Harvester Street is now in full operation. It handles more than 80,000 parts items for its 600 dealers. Cost of the new building is estimated at \$1,500,000.

The Simmons Company, world's largest bedding manufacturer, has opened a new modern plant at 8600 Harry Hines Boulevard, with three times the production capacity of its former one. Offices and show rooms for Simmons products, covering 10,000 square feet, are air-conditioned. The manufacturing and assembly building is approximately 700 feet long and 310 feet wide. Attached, facing Burbank, are the offices some 425 feet long and 40 feet wide.

Already two national industries have built plants in the new Farmers Branch Industrial District. The Westinghouse Lamp Division warehouse and the Thompson Can Company are operating from new facilities.

Three other new industries fall in the \$1,000,000 class: U. S. Envelope Com-



FOUR MAJOR PROJECTS



PROJECT CONSTRUCTION IN THE HEART OF DALLAS represent the rapid expansion of new industry in the Southwest. In the foreground, workmen are completing the steel structure for the 20-story Fidelity Union Life Insurance Company at Bryan and Bullington. At the left, scaffolding is still up on the 9-story addition to A. Harris and Company. Interior finishing touches are still being added to the latest newcomer to the Dallas skyline, the 500-room expansion of the Hotel Adolphus, identified by the sign on top. At the right, workmen have just finished pouring another concrete floor on the six-story First National Motor Bank.

pany, 10700 Harry Hines Boulevard; Collins Radio Company, which completed an office and assembly plant in the Trinity Industrial District last summer and immediately announced plans for a hangar addition and assembly plant at Red Bird Airport, and Stokely Foods, Inc., Glenfield and Pierce streets. Six of the expansion projects were in the \$1,000,000 - or - more classification: Ford Parts Depot, on Industrial Boulevard, \$1,000,000; B. F. Goodrich Company, Oak Lawn Avenue at Turtle Creek Road, \$1,000,000; Chance Vought Aircraft Corporation, \$1,600,000; National Container Company, Glenfield and Pierce streets, \$1,000,000; Nieman-Marcus Company, Commerce and Ervay streets, and Neiman-Marcus Company, Preston Road near Northwest Highway, \$1,500,000.

Lying northwest of the city, virtually under the shadow of Dallas' downtown skyline, the Trinity Industrial District continues to receive national recognition as one of the outstanding civic developments in the United States. And in another direction, the West Dallas Industrial District saw a marked expansion in 1951, as did the Eagle Ford Industrial District. The North Dallas Industrial District gained developmental momentum, as did Airlawn Industrial Park and the new Farmers Branch Industrial District, sponsored by the Missouri-Kansas-Texas railroad. And on the "south" fringe, the Santa Fe Railroad last year opened a 322-acre tract as the Santa Fe Industrial District. In addition, the new Buckner Boulevard Industrial District, sponsored by Texas & Pacific Railroad, is also going strong.

The unfamiliar observer may ask two pertinent questions: (1) Why is top-notch industry moving to Dallas, and,

CONSTRUCTION CONTINUES in the Trinity Industrial District as the warehouse site of the Climax Engine & Pump Manufacturing Company shows above with their equipment and materials against a background of a new building, being completed for Core Laboratories, and a dim skyline. B. David Benfer, Jr., Dallas realtor, has leased the planned building for Climax Engine & Pump Manufacturing Company, and Ted Sheen will be general sales manager.



ALL SALES DIVISIONS of the B. F. Goodrich Company will be housed in this new district office and warehouse at 1400 Turtle Creek after completion this summer. Trammell Crow handled arrangements for the company's building.

(2) From where do these "fringe" areas derive their drawing power?

The answer to query number one may be found in the law of "supply and demand." Ten, 15 or 20 years ago, perhaps, a national firm may have inaugurated a branch sales office in that stirring far-off city of Dallas, Texas. But as the area grew by leaps and bounds during the intervening years, topped off by a resounding population spurt during World War II, wide-awake executives began to realize branch offices in Dallas weren't enough. Local consumer demand warranted local warehouses and plants. This placed the manufacturer in a much better position to satisfy the voracious consumer appetite in the fast-growing Dallas Southwest.

Because the type buildings best suited

to present-day industrial and warehouse use are one and two-story masonry structures, the large areas available for building in "fringe" industrial districts are ideal. Their adaptability to plants of all sizes make up for any loss of the many advantages offered by location close to the city's heart.

In a story headlined, "Trinity Industrial District Sets Another Development Record," the *Dallas Morning News* business review of January 13, 1952, describes the economic metamorphosis of that area since its start "from scratch" a half-decade ago.

"The increase in the number of new buildings and plants during 1951 was by far the greatest increase recorded during any year since the building development was started in the fall of 1946 by the Industrial Properties Corporation, under leadership of two brothers, John M. Stemmons and L. Storey Stemmons," the *News* reports.

More than 100 new businesses moved into the district in 1951. That was twice the number which launched operations in 1950. Floor areas of buildings erected there last year totaled more than 1,500,000 square feet, representing an overall investment of around \$10,000,000.

Three large new sections of properties were opened last year in the district. The first, which includes approximately 1,000,000 square feet, faces on Irving Boulevard and Farrington Street and is bisected by Manufacturing and Pace streets. The second covers some 1,250,-



FOOD PROCESSING PLANT of the Stokely-Van Camp, Inc., is scheduled for completion late next month. It is being built by the Lantex Construction Company in the Santa Fe Industrial District.

000 square feet and lies east of Industrial and north of Oak Lawn and is bisected by a new street, 160 foot wide, developed as a boulevard with pavement on either side of a center strip. This area is being developed chiefly by Trammel Crow. The third section, about 330,000 square feet, is on the northeast corner of Industrial Boulevard and Continental Avenue. All utilities have been installed and the first two sections will be served by rail trackage.

Another interesting aspect of Dallas' outlying commercial development is the continued utilization of long-time districts through remodeling and refurbishing of buildings.

The Oak Lawn area is a good example of this trend. Hundreds of residential and business structures in Oak Lawn have been transfigured into up-to-date modern housing for retail businesses, architects, interior designers, and medical offices. This is a healthy situation, one which illustrates continued business vigor throughout the city's reaches.

The Santa Fe Railway has done much to add to the industrial skyline of the Dallas area by inviting new industries into the territory and by aiding the expansion of those already established.

An example of such co-operation between the railway and the city is a new million dollar plant just completed and another building on industrial property created by the Santa Fe Railway.

These two multi-million dollar plants are the National Container Corporation,

whose modern plant has been completed on seven acres of land purchased in the Santa Fe tract, and Stokely Foods, Inc.

Foreseeing the industrial potential of Dallas many years ago, officials of the Santa Fe purchased 322 acres of land in the Southwestern area of the city. They believed the land suitable for the operation of plants of varying types and particularly favorable because of high ground that was well drained.

Another factor entering into the selection of the land was the availability of

DOWNTOWN SKYLINE will be altered by the Corrigan Tower at St. Paul and Pacific to be completed this summer. Wyatt C. Hedrick was the architect and J. W. Bateson Company, Inc., was the contractor.



railway and highways plus the proximity to residential areas offering a range of home prices and rentals covering a wide difference in incomes.

The Santa Fe Industrial area is not within the city limits but is adjacent to Hale Switch. It is bounded on the north by the Santa Fe mainline track and on the south by Kessler Inner Boulevard, on the west by Westmoreland and on the east by Pierce Street.

Development of the property is being handled through the Terminal Building Corporation of Texas, with offices in the Second Unit of the Santa Fe Building. Information may be had through J. D. Whitman, division freight agent at the railway offices in the Hotel Adolphus, or William P. Dahl, industrial agent for the railway with headquarters in Galveston.

Officers who have been active in the utilization of the tract are J. P. Cowley, vice president and general manager of the Gulf, Colorado & Santa Fe Railway, and Clark Davis, freight traffic manager, both of Galveston. George W. Cox, now assistant to the president of the line in Chicago, who preceded Mr. Dahl as industrial agent in this territory, has done much to make the tract better known.

All utilities have been installed in the tract, including streets of reinforced concrete, which are 60 feet wide; water inlets through eight, 12 and 16 inch lines, which are connected with the 30 inch mainline of the city, and sanitary sewer.



SUGGESTED IDEAS for the Chamber's 10 by 30 foot mural are discussed by Justin S. McCarty, left, and Arthur Kramer, Jr., co-chairmen of the mural selection committee.

Chamber Mural Begins Last Phase of Remodeling

DALLAS is having her picture painted. And the busy metropolis probably doesn't realize she is posing, for this will be no ordinary portrait.

Woven into its message will be not only a physical depiction of the city's skyline but also a striking insight into the humming business, cultural, and civic life of this Southwestern metropolis. In short, a mural telling the Dallas story.

The mural is only one feature of a \$100,000 remodeling of Dallas Chamber of Commerce headquarters. The project drew near completion during February, when J. Ben Critz, Chamber vice president and general manager, met with architects, artists, and interior decorators to discuss finishing touches.

Five departments currently occupy newly decorated quarters on the Chamber building's fourth floor, and four others have moved to temporary quarters so contractors can completely redecorate the first floor. Improvements completed thus far are:

- (1) New offices on the fourth floor for the Dallas Manufacturers and

Wholesalers Association, Dallas Retailers and Merchants Association, Foreign Trade Department, Con-

CONSTRUCTION DETAILS on the enclosed display case for the Chamber's mural were worked out by Carter Minor, left, of the architectural firm of Gill and Harrell and W. H. May, carpenter.



vention Bureau, and the Dallas Hotel Association.

- (2) Readiness of the third floor of the adjoining building for occupancy by the Dallas Industrial Service, headed by Kennedy England, vice president and manager. The D.I.S. has moved in. It was formerly on the Chamber's fourth floor.
- (3) Enlargement and redecoration of the executive offices of the United States Chamber of Commerce, Southwestern division, managed by D. Hodson Lewis.
- (4) Redesigning of quarters for the American Fashion Association, the Chamber's market division, on the second floor, which is managed by Henry W. Stanley.
- (5) A small new conference room for use by out-of-town executives visiting Dallas, and a ladies lounge, both on the annex of the third floor.

While final work is underway, the publicity and information departments occupy the former board of director's room on the Chamber's fifth floor until the first floor is completed. When the program is finished, only these two departments, including editorial and advertising offices of DALLAS magazine, will remain on the first floor. The advertising office of the Chamber magazine is temporarily on the third floor, and offices for the Chamber's publication, "Key to Buying," have been moved temporarily to the third-floor annex. Renovation of the fifth floor will be launched when departments there return to the first-floor and their new quarters.

The mural will highlight a swank, new Chamber entrance that should impress visitors instantly. The doorway also will be quite a contrast to the unavoidable shambles it has been in recent months because of the remodeling operation.

To greet Chamber visitors as they step into the tile-floored lobby entrance will be a majestic glass-plated baffle behind which is an attractive waiting area, complete with modern-designed chairs, table, and divan. The information desk will be formica-topped, flanked at the right by a striking white pillar.

Ben H. Wooten, Chamber president, has appointed a special committee to work with artists in preparing the mural, a 10-by-30 foot panorama that will stretch across the wall opposite the elevator. Committee members are Arthur Kramer, Jr., John E. Mitchell, Jr., and Justin S. McCarty.

Architects Gill and Harrell and Bud Biggs Art Studio have completed tentative drawings for the mural—which will be ultra-modern in effect and striking in the utilization of modern color tones to combine art and photography in a realistic-impressionistic concept of activity in metropolitan Dallas. Frank Brown of Bud Biggs Art Studio has completed a group of drawings for submission to the special committee.

Recessed within the mural will be a unique display box. Well-lighted, the display box—like a “picture within a picture”—will be utilized for periodic displays of various aspects of Dallas business and commercial activities.

Basic color scheme of the Chamber's new lobby entrance will be an attractive grey-green mixed with blue. Cabinet work will be in walnut finish. There will be built-in shelves and adjustable indirect lighting under the information desk counter. The ceiling of the first floor has been lowered and the entire building will be air conditioned.

Windows on the first floor were replaced by brick and stucco, in keeping with overall modernization of the Chamber plant. Ivy plant boxes will be “spotted” over the first floor to add freshness to the motif. Suspended acoustical ceilings will be another feature, as will “downlights” shedding light on the mural.

General contractor for the Chamber refurnishing is W. Earl King. Chamber headquarters are at 1101 Commerce Street.

First recommendation for improvements in the building resulted from an



MURAL FRAMEWORK is explained by Architect Grayson Gill to Chamber President Ben H. Wooten and Artist Frank Brown.

appropriations committee appointed June 8, 1950, by John W. Carpenter, then Chamber president. The committee was composed of S. J. Hay, chairman; and Edgar L. Flippin, P. B. (Jack) Garrett, Alphonso Ragland, and Harold Volk.

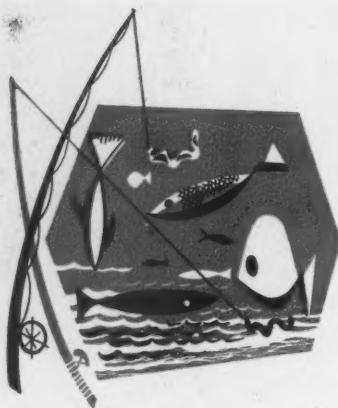
Then the Chamber's finance commit-

tee, headed by Mr. Wooten, raised approximately \$100,000 to finance conversion of present headquarters into modern, attractive working facilities.

“A study will reveal our annual budget is modest, indeed, and in most instances is less than chamber of commerce budgets in other cities,” Mr. Wooten noted.

ALREADY COMPLETED in the Chamber's remodeling is a conference room for small meetings





REFLECTED in the mirror of fashions during American Fashion Association Market Week last month was the feminine approach to summer. According to this fashion prediction, the feminine-looking woman may expect to "reel in" admiring glances this summer at the lake.

A forecast for the style-conscious was a cool summer. The fabrics told this fashion forecast as they were revealed at more than 300 separate displays of spring and summer apparel viewed by an estimated 5,000 buyers. Tissue fabrics of every variety were previewed and approved by the buyers, "who raised market sales nearly 50 per cent over last year's spring and summer market," according to William Goldstein, newly elected president of the American Fashion Association.

Buyers of women and children's ap-

Feminine Approach To 1952's Summer

By Bettye Elrod

parel filled Dallas hotels to capacity during the market, January 20-24, and the attendance surpassed any January market on record, according to Henry W. Stanley, manager of the American Fashion Association, a division of the Dallas Chamber of Commerce. This apparel market held in Dallas four times each year ranks as the third largest in the country.

Taking the spotlight Monday night was Jimmy McClain, the original Dr. I. Q., at an "Evening of Dr. I. Q." program, featuring over \$2,500 worth of prizes. The evening of entertainment was hosted by the American Fashion Association in Fair Park Auditorium. Charles Meeker, Jr., master of ceremonies, was assisted on stage by Mr. Stanley, Mr. Goldstein and Mrs. Charles Meeker.

Giving the right answers, Mrs. Mason Reardon of Linden, Texas, was awarded a deep freeze, one of the extravagant "super prizes" given correct contestants.

The feminine approach to summer was seen in the styles presented by Titche-Goettinger at the Tuesday morning, January 22, breakfast clinic and fashion

show, sponsored by the American Fashion Association, in the Crystal Ballroom of the Baker Hotel.

Miss Joan Moore, appointed fashion co-ordinator of Titche-Goettinger this month, was commentator for the fashion presentation. Preceeding Miss Moore's narration was a brief talk by Mrs. Margaret Evans, advertising director of Titche-Goettinger, who commented, "April 14, the day after Easter, is the beginning of summer for the fashion world."

Spring styles were first on the agenda. A full-length navy and white checked coat featuring back fullness and deep-set sleeves was shown. The poodle cloth coat, a popular selection in the full length this season, was modeled in the short version with elbow-length sleeves and wide turnback cuffs.

Miss Moore suggested to "wear waist-length fitted coats with full skirts and the full long coats with slim skirts."

The "Gibson Girl Look" was among the styles scheduled for a come-back in blouse wear.

A fabric story was included in the commentary by Miss Moore. "Fabrics

A PANORAMA OF THE FUTURE spring and summer fashions were seen on these pert models at a fashion show for Southwestern buyers last month.



again take the feature spotlight. In silks, rayons and new blends the ribbed, looped and 'disturbed' surfaces are created by effects in weaving, by illusion through the use of contrasting colors or by combinations of weave and color," she said.

"The feel of the fabric is crisp and lettuce-like.

"Femininity is an integral part of swimwear this summer with fabric telling a new and exciting story. The chapters in that fabric story are written in shantung (better still when iridescent), lace prints, overlaid gold, gold in the form of fish scales, nylon and silk," said the fashion co-ordinator.

Dallas-made fashions were on review for the annual "Dallas Alice" awards staged by the Dallas Fashion Group in the Crystal Ballroom of the Baker Hotel, Wednesday night. Eighty entries from the Dallas industry were judged by nationally-known leaders in retail merchandising.

Top designing honors went to four young women, Betti Terrell, Ruth Fair, Dolly Sapp and Joy Kingston, who were awarded the "Dallas Alice" trophies for their winning fashions in four categories. The coveted awards went to Mrs. Terrell for the best children's design, to Mrs. Fair for the best dress design, to Miss Sapp in spectator sportswear and to Miss Kingston for active sportswear.

Mayor J. B. Adoue, Jr., presented the honors in behalf of the city of Dallas.

Commentator for the show was Mrs. Joseph O. Lambert, Jr., regional director of the Dallas Fashion Group. She introduced Mayor Adoue and Cecil Higgin-

CONSOLATION PRIZES were ball point fountain pens given to the contestants on the Dr. I. Q. program. William Goldstein, president of the American Fashion Association, was swamped after the quiz show by contestants claiming their prizes. Jimmy McClain, the original Dr. I. Q., conducted the evening of entertainment sponsored by the American Fashion Association in Fair Park Auditorium.



AN AUDIENCE OF BUYERS previewed the coming fashions at a show sponsored by Titche-Goettinger. Miss Joan Moore, fashion co-ordinator for Titche's, was commentator for the fashion presentation.

botham, president of the Dallas Fashion Center.

The Dallas Alice award originated in 1947 when Designer Mary Greening of the Lorch Manufacturing Company was the winner.

The directors of the American Fashion Association elected Mr. Goldstein as president on the eve of the opening of the five-day spring and summer showings here. He succeeded Bob Ellington of Austin.

Other new officers serving with him are Ira Woods, vice president; Fred Harlan, secretary, and Jim Binford, treasurer, who are all from Dallas.

Judging from the market showings of coming fashions, Dallasites have a fashionable spring and summer awaiting them. Whether seeking a costume for fishing or for cocktails one can be locally arrayed with that "feminine look."



"GIVE THAT LADY a deep freeze" was called by "Dr. I. Q." when Mrs. Mason Reardon of Linden, Texas, gave all right answers on the program. Henry Stanley assisted in the awarding.

OVER \$2,500 IN PRIZES were offered at a Dr. I. Q. program conducted by the original Dr. I. Q.



Simmons' New Home



THREE TIMES more production capacity is provided at this new Simmons Company's plant.



W. C. GIPE

SIMMONS COMPANY, world's largest bedding manufacturer, has opened a new modern plant at 8600 Harry Hines Boulevard, with three times the production capacity of its former one. The plant was formally shown to the public February 14 with guided tours and buffet at the plant for dealers from all over the Southwest. Simmons executives from the New York executive offices, from central division offices in Chicago, as well as from the South and Southwest areas, were present to greet the visitors.

The new plant, replacing rental property at 945 South Lamar, has a one-floor layout designed for maximum efficiency in operation, with raw materials entering direct from trucks and railway cars at one end of the plant, moving along production lines running side by side through the factory, into the finished-goods warehouse and out through loading docks.

POCKETS for individual coils are a special feature of Simmons' Beautyrest mattresses, manufactured at 8600 Harry Hines Boulevard.

Offices and show rooms for Simmons products, covering 10,000 square feet, are air-conditioned and factory and storage areas have forced air circulation. The manufacturing and assembly building is approximately 700 feet long and 310 feet wide. Attached, facing Burbank, are the offices some 425 feet long and 40 feet wide.

Simmons Company has been serving the Southwest since before 1900, and opened its former plant in 1934.

Products to be made at the new plant will include Simmons' Beautyrest mattress with individually-pocketed coils, and the Hide-A-Bed, the double-duty sofa made by Simmons.

Southwest operations are under the direction of W. C. Gipe, district sales manager. Dallas sales manager is Herbert P. Cary. C. J. Bain is works manager of the Dallas plant, and his assistant is Jess Sousa. Office manager is Sidney Sorensen, and plant superintendent is H. P. McJunkin.

UNIFORM SIZE batts of felt are cut automatically, and weighed for upholstered items, such as Simmons' mattresses, chairs and couches.



\$ 50,000,000 CAPITAL STRUCTURE

CAPITAL	\$21,000,000
SURPLUS	21,500,000
*UNDIVIDED PROFITS	4,612,345
*RESERVE FOR CONTINGENCIES	3,520,247

Our new Capital and Surplus of \$42,500,000—largest of any bank in the South and ranking twenty-second among all the 16,000 banks of the Nation—will enable us to handle more effectively the increasing financial requirements of the great Southwest.

You are cordially invited to use the facilities of this leading Bank—all designed to be helpful in serving the needs of individuals, businesses, and banks.



— the strong, friendly Bank.

REPUBLIC NATIONAL BANK of DALLAS

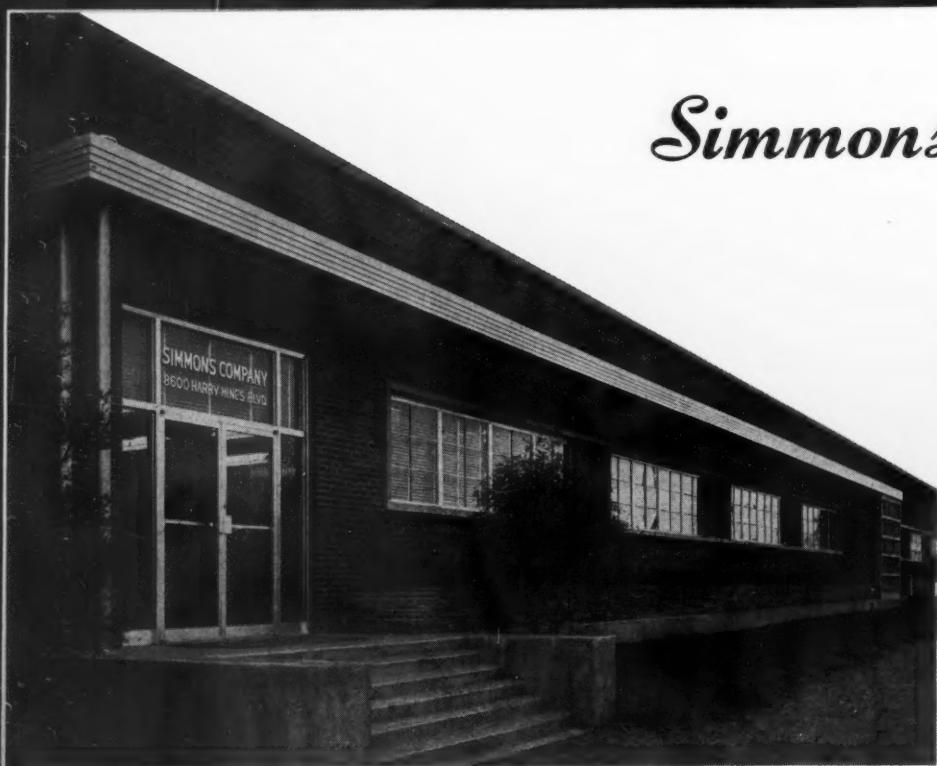
MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

As of December 31, 1951



New Republic Bank Building
Now Under Construction.

Simmons' New Home



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You are cordially invited to use the facilities of this leading Bank—all designed to be helpful in serving the needs of individuals, businesses, and banks.



New Republic Bank Building
Now Under Construction



— the strong, friendly Bank.

REPUBLIC NATIONAL BANK of DALLAS

*as of December 31, 1951

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION



MEMBERSHIP LEADERS for 1952 discuss spring activities with E. V. McCright, seated right, chairman. Standing, left to right, are Louis Charninsky, Curtis Horn, Harold Young, Benjamin J. Pittman, Jr., and Louie Throgmorton, seated left.

Spring Membership Activities Begin

E. V. McCRIGHT, new chairman of the Chamber's membership committee, began spring membership activities this month by selecting key officials for the new program.

The committee will operate as the Lasso Club, holding breakfast meetings on alternate Thursday mornings, beginning March 6.

Louie E. Throgmorton, vice president of the Republic National Life Insurance Company, has accepted the appointment of vice chairman of the membership committee. Section leaders are Harold M. Young, general manager of the industrial supply department of the Murray Company of Texas, and A. C. (Curtis) Horn of the sheet metal firm of A. C. Horn and Company.

Chief Wrangler for 1952 will be Louis Charninsky, manager of the Capitol Theater.

Mr. McCright is president of McCright Industries, Inc. He was in charge of one of the Chamber's two membership divisions and leader of a team of 35 volunteer recruiters last year. Active

in Chamber work for many years, Mr. McCright has served for the past four years as a volunteer worker and team captain.

The membership department announced the following new members joining in February:

Harper Engineering Company, 922 Dragon; Richard T. Harper; consulting engineers.

Black & Garrett, 1315 Brunner; William C. Black; retail draperies, furniture and upholstery materials.

Wally of Hollywood, 613 North Zangs; Wally Blumberg; photographers.

L. H. P. Klotz, 14 Wall Street, New York City, New York; personal.

Dal-Tex School, 1521 Commerce; Mrs. Virginia C. Frazer; commercial school.

Europa Restaurant, 4217 Lomo Alto; A. Jasnicka.

General Artists Corporation, Dallas National Bank Building; Frank Foster; theatrical booking.

National Fund-Raising Services, Inc., 310 East 12th; Ivan H. Wood.

M-A-C Finance & Thrift Corporation, 1300 Main; W. G. Tibbitts.

Oilfield Truck Equipment Company, P. O. Box 5959; G. C. Taska.

Shamrock Letters, Inc., Empire Bank Building; Mary T. McMinn.

Ronston Corporation, 180 Comstock; Ronald J. Kahn; manufacturing.

Mengel Company, cabinet division, 744 Rio Grande Building; O. E. Scott.

Sheeld, Inc., P. O. Box 6208; John E. Peickert; anti-corrosive battery compound.

Ray M. Bolinger, 309 Empire State Bank Building; general contractor.

Weston Carpets, 6915 Preston; Eugene M. Weston; retail.

Estes Country Sausage, 5808 Live Oak; William H. Estes.

Laboratory of Clinical Analyses, 5004 Ross Avenue; Dr. William H. Haid.

Chemical Research Associates, 1818 South Buckner Boulevard; Paul A. Finn; industrial chemicals.

Anchor Casualty Company, Mercantile Commerce Building, R. L. Bernard.

Gibson Oil Corporation, Tower Petroleum Building; C. B. Slemp.

Bill Jayson Manufacturing Company, 208 South Lamar; Bill Jayson; sportswear and dresses.

Jennings Paint & Floor Company, 4501 South Lamar; Elmo Jennings, retail.

Viking Pump Company, 2175 West

Commerce; O. W. Phillips; sales, service and warehouse for Viking Rotary Pumps.

National Furniture Supply, 2517 Elm; Joe Freed; retail.

Mack Enterprises, 408 South Hardwood; D. F. McCrosky; film distributor.

Edith Flynt-Robert Wedel Associates, 2606-A Fairmount; interior decorators.

Marcia Laird Insurance Company, 3111 Knox; insurance broker.

Sears-Pierce Hardware Company, Inc., 341 Cole; J. R. Sears; builders' hardware and specialties, wholesale.

Nevins Drug Specialties Company, 1012-A South Lamar; Phillip A. Nevins; wholesale.

Hubbell Company, 205 Irwin-Keasler Building; Roswell E. Hubbell; distributor Vocatron, intercommunicator.

Service Company, 9719 Harry Hines; J. B. Murphy; television service.

AAA Iron & Metal Company, Canton and Hawkins; Milton M. Baron; scrap metals.

Preload Company, Inc., 2719 McKinney; Jean H. Knox; concrete structures.

Handley & Williams, Reserve Loan Life Building; W. B. Handley; attorneys and counselors.

Hillcrest Office Supply Company, 6605 Hillcrest; Mrs. Mattie R. Britton; retail office supplies.

Modernage Appliances, Inc., 4341 Lovers Lane; Maxwell Weintraub; retail appliances.

Rose Dress Shop, 2550 Elm; Siegfried D. Rosenbaum; ladies' ready-to-wear; retail.

Landell Manufacturing Company, 1736½ South Barry; Albert G. Odell; wood and plastic fabricators.

Bondstone of Dallas, Muirhead Building; J. L. Muirhead; interior and exterior stone veneer.

Sanberg Hospital Equipment Company, 2011 Cedar Springs; George W. Sanberg.

Centennial Radiator Service, 1900 Olive; Roy Inmon, Jr.

Anchor Coupling Company, Inc., 2100 Irving Boulevard; Jack Scott Gray.

Raymond & Jerome, 1209 Elm; Jerome Sarner; men's tailoring.

Ramsey Company, 2701 South Ervay; Lem Ramsey; advertising and silk screen painting.

H. B. Romick Jobbing Company, 1009 Commerce; H. B. Romick; wholesale jobbing.

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Some of the well known firms that it has been our privilege to serve recently in both leases and sales are listed below:

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American Machine & Foundry Company
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Armstrong Cork Company
Air Reduction Corporation
Amercoat Corporation
Arel, Inc.
Automatic Canteen Company of America
Binks Manufacturing Company
Burgess-Manning Company
Brunswick-Balke-Collender Company
John K. Burch Company
Burdick-Baron Company
Carnation Company
Chain Belt Company
Clary Multiplier Corporation
Chicago Pneumatic Tool Corporation
Electrolux Corporation
Euclid Road Machinery Company
Eastman Kodak Stores
Freedom-Valvoline Oil Company
Federal Electric Products Company
B. F. Goodrich Company
Graham-Brown Shoe Company
Houghton-Mifflin Company
International Printing Ink Co.
Jay-Lane Shops
Levine Bros.
Mound City Paint and Color Co.
Manhattan Shirt Company
Minnesota Mining & Manufacturing Company
National Container Corporation
Pittsburgh Testing Laboratories
Roman-Raichert Company
Southwest Tile Company
Twin Disc Clutch Company
Texas Textile Mills
Underwood Corporation
Union News Company
West Disinfecting Company
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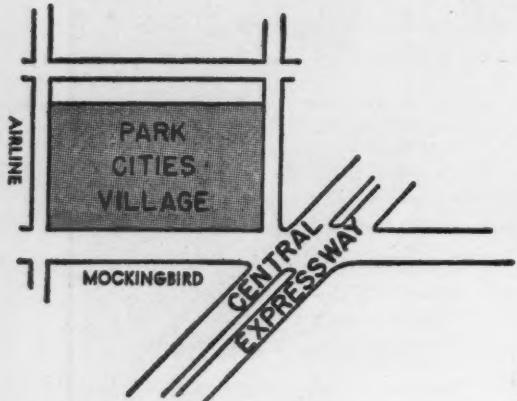
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INSULATING MATERIALS — WALL BOARDS
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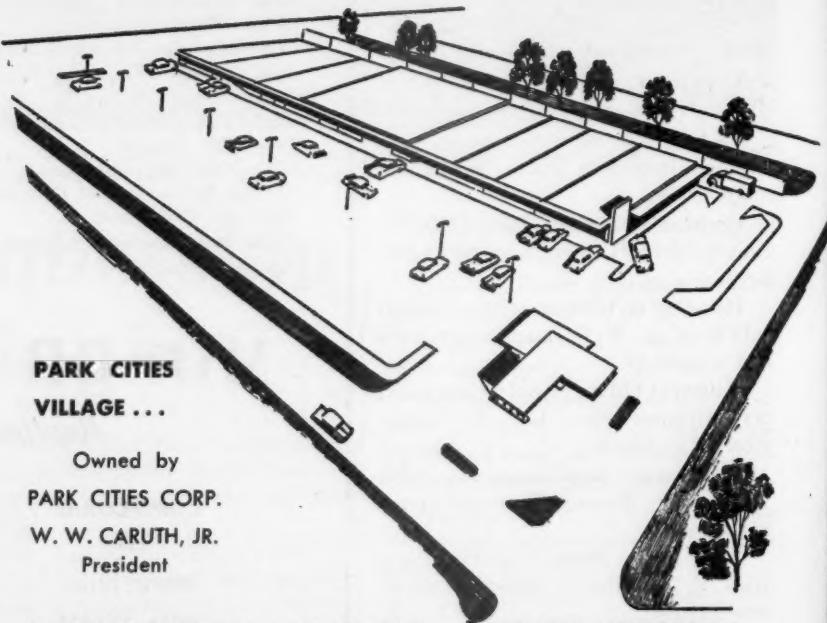
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Directly on the way home from town for North Dallas and Park Cities residents using Central Expressway.

Within a 20 minute radius of 400,000 people, Park Cities Village will be a city within a city. Nearly every type of business will be represented. Off street parking eliminates the congestion of crowded business streets as in neighboring areas.

LEASES NOW AVAILABLE FOR CHOICE LOCATIONS CARRYING 30-FOOT OR WIDER FRONTS IN PARK CITIES VILLAGE FOR DESIRABLE MERCHANTS.

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IN 5 P. M. TRAFFIC**



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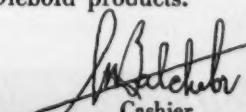


New Central Freight Lines' Terminal. The Central Freight Lines, Inc., is now operating from one of the largest terminals occupied by a single motor carrier on a 10-acre site at 2308 Inwood Road. The dock area alone is more than a tenth of a mile in length, while the office building and maintenance shop account for nearly 30,000 square feet of space. The company opened its first Dallas terminal in 1925. It has expanded on an average of once every two and a half years. The main features of their latest expansion are the general office, which includes complete facilities for drivers' comfort

on overnight stops, recreation rooms, conference rooms and departmental offices; cafeteria-meeting room, accommodating 90 people at tables; bedroom unit, which is used for out-of-town personnel and garage and maintenance shop. A towering glass entrance denotes the modern design of the entire structure. Completely air-conditioned, summer and winter, the one-story administrative building is constructed of reinforced concrete and completely fireproof. A great eave-like canopy, actually a continuation of the roof, extends 544 feet along the outer edges of the dock roof.

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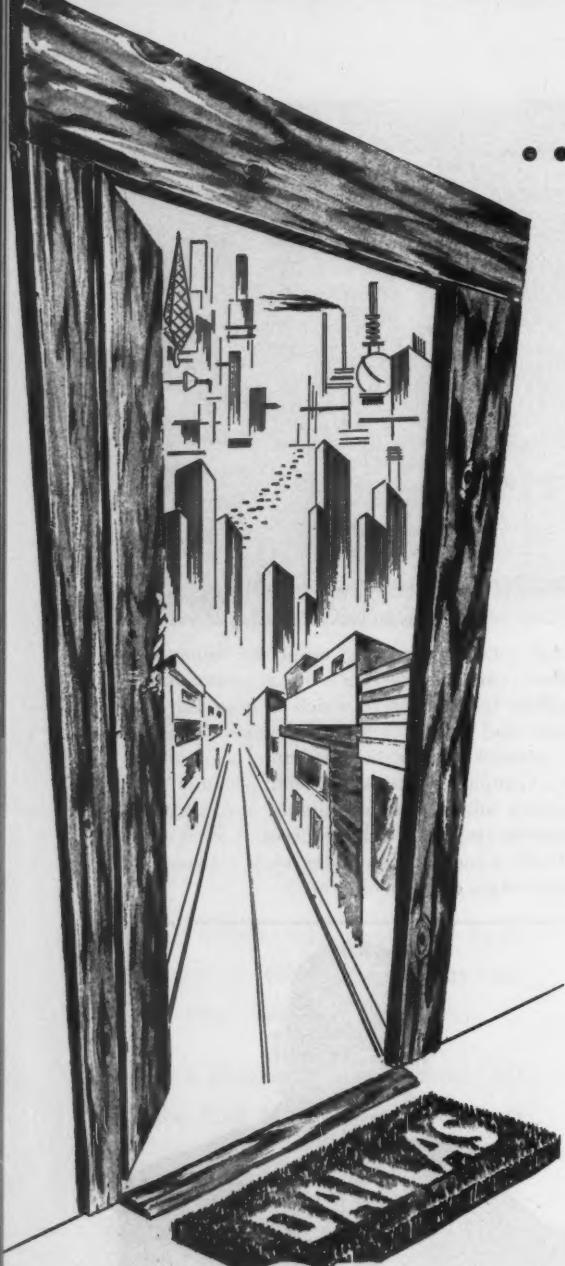


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...On the Threshold of Destiny

Nature and history have joined to bring Dallas and Texas at this moment to the threshold of a destiny bright with promise. And those who own a piece of Dallas in the form of real property own a share in the future of Dallas.

Rich is nature's endowment of Texas. A thousand miles from East to West, almost as much from North to South, Texas constitutes an economic empire of unrivaled soundness and diversification. The limitless plains of Texas support the world's greatest herds and flocks. Each year her fields yield their tremendous tribute in vital crops. Below the surface lies a treasure house of oil and gas, iron and sulphur, salt and lime, the very blood and sinew of industry in this chemical age.

These resources have attracted to Texas in recent decades an industrial development that has proceeded at double the rate of growth in manufacturing for the rest of the nation—and that at a time when all America was feverishly busy wresting from European powers the industrial leadership of the world. Much of this progress was made during World War II.

And now history is repeating itself. As America girds for defense, the dispersal of industry becomes a major policy. Texas stands to gain more than any other section of the country through such dispersal. For Texas has room for industry.

Dallas, as the financial, management and distribution capital of Texas, is destined inevitably for an even greater place. New industries mean increased population, expanded public services, new businesses and mercantile establishments. In the past decade, our cotton patches have sprouted shopping centers, housing developments have grown from grazing lands, office buildings and apartments have soared upward on every hand. Who can doubt that this will continue, and at an accelerated pace?

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Still Unrestricted: New Building Ideas

DESPITE building restrictions that have hit home builders across the nation, the Dallas Association of Home Builders expects a record attendance at the 1952 preview of the latest developments for modern living.

The host, the Dallas Association of home builders, with some 600 members ranks third in the entire nation, has reported more than 100 exhibitors to date with an anticipated 200-plus before the show opens March 22 in Fair Park's General Exhibits Building. The exposition will continue through March 30.

Last year the show pulled more than 100,000 people into the General Exhibits Building, and H. F. Van Horn, managing director, expressed confidence that even more would visit the exhibits at the sixth annual event.

"Our initial response from builders, manufacturers, wholesalers and retailers indicates a new high in exhibitors to bring North Texas audiences the latest innovations in home construction, home furnishings and home appliances, home building materials, and other items in related fields," Van Horn said.

Van Horn urged prospective exhibitors to contact his offices in the Home

Builders Auditorium at Pearl and Live Oak immediately, since exhibit space is limited and the show has "sold out" from an exhibitor's standpoint for the past few years.

In addition to local and national exhibits, the show will offer top-flight entertainment, demonstrations, a remodeling clinic, dance school awards, valuable booth prizes, special civic events, a parade of model home and "Mrs. Housewife Contest."

Claton Wyman will head the Home Show Committee for the association and will be assisted by Robert S. Shelburne, co-chairman; Wilson H. Brown, George Mixon, H. D. Lewis, Harold G. Weil, Edward Sharkey, H. G. Hurlbut, Marvin L. Gassman and Roy Moses.

The committee was named by Vernon S. Smith, association president. Other officers are Wilson H. Brown, vice president; Hal McGraw, second vice president; James W. Bailey, treasurer; Loren S. Greene, secretary, and Grover A. Godfrey, executive vice president.

Directors are Mr. Mixon, Mr. Lewis, J. B. Andrews, Morris Silberman, Roland L. Pelt, Harold F. Smith, Joe F. Maberry, Morris Burke and Jerome J.



H. F. VAN HORN



CLATON WYMAN

Frank with Donald C. Fitch, Winfred B. Oldham and Ward D. Downs as associates.

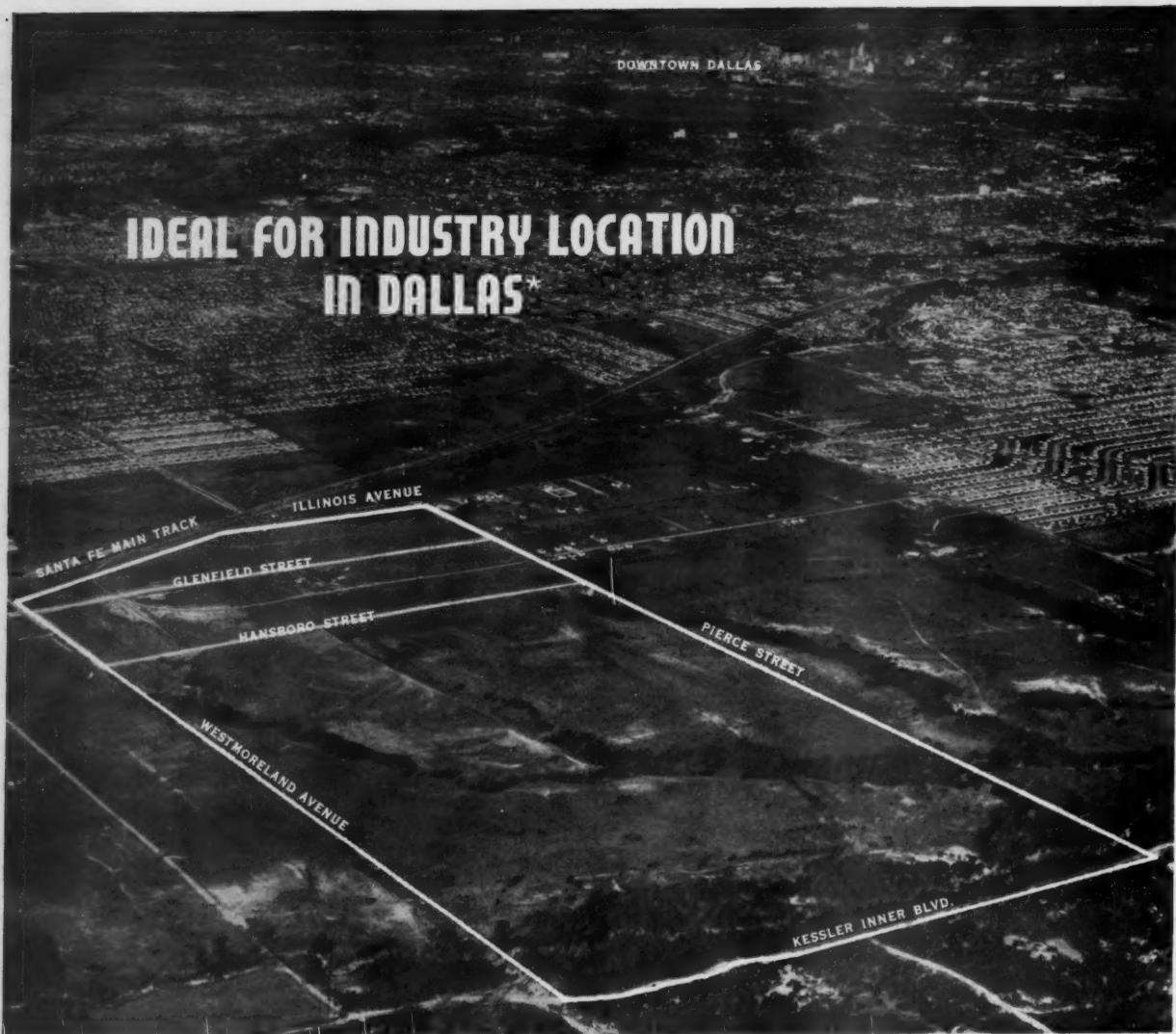
National directors are W. W. Caruth, Jr., H. Leslie Hill, Charles R. Tips, Avery Mays, Mr. Brown and Vernon Smith.

FOR THE OUTSIDE, the 1952 Home Show will offer the latest materials available for new homes or homes to be remodeled.



FOR THE INSIDE, the latest in home conveniences will be previewed in setting that will lead modern housewives to "dreamland."



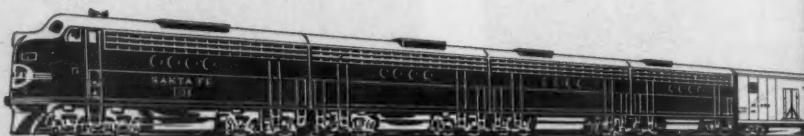


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and electricity are available in unlimited supply. Housing for all income groups are in the immediate vicinity. Locations are being offered for sale or lease at reasonable rates. For complete information, just call or write: J. D. Whitman, 1315 Commerce, Phone PProspect-6301, Dallas; or W. P. Dahl, Santa Fe Building, Phone 5-6621, Galveston.

*The NATIONAL CONTAINER CORP., STOKEY FOODS, Inc., and SUNSHINE BISCUITS have purchased acreage in this convenient Santa Fe Industrial District.



Manufacturers' "Key to Buying" Shows New Lines

THE overall picture of industrial Dallas is shown significantly in the 1952 edition of "Key to Buying in Dallas" listing 4,313 manufacturers, 2,211 products and 563 trade names.

Off the press this month, the 1952 official directory of the Dallas market points up the industrial growth of Dallas with 520 more manufacturers listed than appeared in the 1951 edition.

"Key to Buying" is published by the Dallas Manufacturers & Wholesalers Association, a division of the Dallas Chamber of Commerce, under the direction of Mark Hannon, manager of the department. Actual compilation of the directory is handled by Miss Gussie Sebastian, who supervised the mailing of 6,000 questionnaires to manufacturers, wholesalers, jobbers and service institutions.

The industrial growth of Dallas is graphically portrayed by the addition of 1,378 manufacturers, 773 wholesalers, 563 manufacturers' representatives, 486 distributors, 442 manufacturers sales branches, 392 manufacturers sales offices, 135 factory representatives and 42 jobbers. It also includes the addition of many service concerns.

The book is intended to give buyers, who look to Dallas as their major source of supply, complete, accurate and compact information on the Dallas market. The 1952 issue contains 312 pages.

The magnitude of the book, which is the largest and most complete in the Southwest, can be seen in the overall picture for 1952 in the listing of the 4,313 manufacturers, 2,211 products and 563 trade names. The significance in the development of Dallas as a metal manufacturing center is shown by steel, the largest classification, which includes 30 headings. Paper and paper products rank second with 22 headings.

Some 15,000 copies of this 1952 issue of "Key to Buying" will be sent to the most complete list of qualified buyers in the Southwest. This mailing list includes retailers, industries, municipalities, schools, institutional buyers, architects, contractors, purchasing agents and all those who buy in Dallas. Throughout the



THE COMPLETE DALLAS MARKET is listed in the 1952 edition of "Key to Buying in Dallas" just off the press. Miss Gussie Sebastian, who compiled data for the directory, discusses new firms appearing in the buyers' guide with Mark Hannon, manager of Dallas Manufacturers and Wholesalers Association.

year the book is furnished to thousands of new potential buyers for the benefit of all in the Dallas market.

"Key to Buying in Dallas" follows closely behind another publication of the Dallas Manufacturers and Wholesalers Association.

During the latter part of 1950 the association, anticipating that defense contracts would be made available to Dallas manufacturers, published "A Classified Directory of Industrial Facilities in Dallas."

Information from hundreds of various types of concerns was classified in alphabetical order, listing the name of the firm, address, name of the principals, size of plant, number of employees at present, number that can be employed in case of necessity, type of current manufacture, different types of manufacturing the firm can perform and type of manufacturing the firm prefers to perform.

Detailed tables record all the kinds of tools and equipment on hand.

After being copyrighted, the book was distributed to about 500 government procurement agencies, including Army, Navy, Air Force and Marine Corps procurement agencies.

Inquiries about and requests for the survey have been received from all parts of the country.

Dallas' manufacturers and wholesalers produce and distribute everything from food to oil field equipment. These manufacturers are responsible for 14% of all the manufacturing and the wholesalers do 28% of all the wholesale business done in Texas.

Dallas firms manufacture 55% of the electrical machinery, 42% of the apparel and 33% of the furniture that comes out of Texas. There are more plants and a greater variety of products made in Dallas than in any other city in the Southwest. In the manufacture of apparel, leather goods, and electrical machinery and in printing and publishing volume Dallas is unsurpassed in the entire Southwest.

As a wholesale center Dallas ranks fourteenth in the United States. Wholesalers sales total better than two billion dollars annually, a figure higher than that of any metropolitan area in the entire South. 47% of the business volume of the manufacturers' sales branches in Texas is done right in Dallas as well as 53% of the volume done by manufacturers' sales offices in the State. Significant too, is the fact that 58% of the furniture wholesaling, 53% of dry good sales, 68% of the sales of electrical goods, and 53% of the drug and chemical wholesaling volume in Texas was sold in Dallas.



By Milton Josephson

WHEN the first American troops landed in Korea in July, 1949, a Red Cross field director was by their side.

Today, there are more than 85 Red Cross men at the front with our troops. One of these men is 33-year-old Edward Dietrich of 668 Harter Road, Dallas. He serves with the Fifth Cavalry Regiment, First Cavalry Division, a hard-hitting, battle-scarred army unit in Korea.

The tall, red-haired Dallasite is no stranger to combat, having served 30 months overseas during World War II. Strangely, it was the same outfit he served as a staff sergeant that he now serves as a Red Cross representative.

Ed battled through the Bismarck Archipelago, New Guinea, South Philippines and Luzon campaigns. His was the thrill of being one of the first men to march into the Santo Tomas P.O.W. camp, then filled with about 5,000 allied prisoners in Japanese hands. The field man still receives letters and Christmas

EDWARD DIETRICH



greetings from some of the men and women he helped liberate.

But today, "Red" Dietrich is campaigning for you through your Red Cross. His work is exceptional—a terse excerpt from an army report to G-1 concerning the Fifth Cavalry Regiment attests to that.

The regimental C. O. is quoted as follows in the report: "Red Cross, exceptional. Whenever there is a scrap up front, Mr. Dietrich is there. Constant surveillance by Red Cross has morale of the regiment very high. Mr. Dietrich has most of their personal needs under control."

Yes, Ed is serving you—and well. Fighting men bring back reports from the first-hand experience with the Red Cross worker. Excerpts from a letter recently received by Ed's parents point out the effectiveness of his work.

"I have just been evacuated from the Fifth Cavalry in Korea and just before I left, Ed asked me to call you if I was sent to a hospital down your way.

"Ed was well and happy when I left," wrote Lieutenant Frank Dixon at Camp Carson, Colorado. "What I really want to tell you is what a wonderful job he's doing and how much we all think of him. Believe me, Ed's just as much a part of the Fifth Cavalry as anyone there. I think every man in the outfit knows him and likes him...."

Ed's father, a major league baseball scout for the Brooklyn Dodgers, passed along the letter.

The Dallas ex-serviceman is "on duty" at the front 24 hours a day. He handles hundreds of personal problems, such as contacting men to start them on their way home for emergency furloughs, informing them of the birth of their baby,

On Duty

relaying health and welfare reports, or working on problems unique to the individual.

Ed also distributes free stationery and envelopes (more than 23,000,000 were given out by Red Cross last year alone), hands out free pocket books, comfort articles, etc. And the big Dallas red head has his own unique "morale" builder... a Polaroid camera sent to him by his parents. Ed takes pictures of many men in his outfit, gives them the developed picture in one minute. It makes a great addition to that letter home. At first his parents supplied the film packs... now you do it through your Red Cross.

Ed's activities are just a small phase of Red Cross "service to the armed forces." Here in Dallas County last year, more than 12,000 servicemen, veterans and their families received aid, everything from confirmation on emergency furloughs to financial assistance (\$35,830.31).

Any Korean veteran can tell you, too, of the vital, life-saving effect of the Red Cross blood program to recruit blood donors for the fighting forces.

In Dallas County the blood program has been underway since November 1, 1951, and will continue for many months, until the emergency is met. A steady flow of blood, based on a quota set by the department of defense, is moving from Dallas County to laboratories in Fort Worth where the blood is taken over by the military. You make this precious resource available to the military both by being a blood donor and a financial supporter of Red Cross. George L. MacGregor and John E. Mitchell, Jr., head the program leadership here, devoting many hours to this urgent project.

Other Red Cross services include: 3,040 trained in civil defense first aid; 4,290 taught Red Cross swimming; 2,994 taught in Red Cross home nursing; 234 families hit by home fires assisted to the extent of \$21,207.87 in emergency clothing, food, furniture, household goods, etc., and almost 100,000 Dallas County children enrolled in Junior Red Cross carrying on an amazing program of local, national and international scope.

'Round the Clock 'Round the World

Above all, more than 3,000 Dallas County volunteers gave more than 109,000 hours to forward 14 specific Red Cross programs covering broad fields of service to hospitalized veterans, servicemen, the aged, orphanages and to the general public. This is your Red Cross in action.

Every day, throughout the year, this extensive humanitarian work goes on. Once each year your Red Cross conducts its membership campaign to ask your financial support. This year, Dallas County seeks \$475,431.00, a quota arrived at after months of careful study by 48 Dallas business and civic leaders.

Dallas oilman, William D. McBee, of the M. J. Delaney Company is 1952 fund chairman, while Hal A. Guldedge of the insurance firm, Highfield-Guldedge & Terry, is vice chairman of the drive.

Division leadership includes Ben H. Wooten, special (industry) chairman; Pat Henry, commercial vice chairman; H. M. Russell, Donald Bowles, Frank A. Larson and C. B. Sullivan, team captains; R. L. Thornton, general section chairman; J. D. Francis, general section vice chairman; Ralph Brinegar, general building chairman; D. O. Tomlin, general geographical chairman; R. E. Shepherd, public service chairman; J. Howard Payne, public service vice chairman; Harold C. Bridges, Oak Cliff chairman; Sheriff Bill Decker, county chairman, and Mrs. Marshal Cloyd, head of the residential section.

Dallas county Red Cross chapter president, W. W. Overton, Jr., is also active in the 1952 campaign on a national basis as southwestern vice chairman to the American National Red Cross fund chair-

TOP: W. W. Overton, Jr., Dallas county Red Cross chapter president, discusses the 1952 campaign with Ralph Shannon, chapter manager.

CENTER: Board members of the Dallas county chapter reading a communication in the telecommunication center are, left to right, C. Harold Bridges, Leonard Green and R. L. Thornton, Jr.

BOTTOM: Red Cross refreshments are enjoyed by W. W. Overton, Jr., C. A. Tatum, disaster chairman, and Mrs. J. J. Schaeffer, chairman of the disaster unit of the canteen division.





A SUMMER ACTIVITY of the Dallas Red Cross is found at the swimming pool. A total of 4,290 were taught Red Cross swimming during last year.

man, John S. Sinclair of New York City, who is chairman of the National Industrial Conference Board.

While most of the funds collected for Red Cross remains in the community, one should keep in mind the national aspect of Red Cross activities whereby Americans everywhere, through this organization, come to the aid of thousands of their neighbors throughout the nation.

Perhaps the most outstanding example of this national "mercy mission" during 1951 was the disastrous midwestern floods of last July which has proved to be the third costliest disaster operation in Red Cross history. (Costliest were the Ohio-Mississippi Valley flood of 1937 which totaled \$25,566,000 and the 1927 Mississippi Valley flood costing \$16,995,000). Last year's flood, centering around Kansas City, resulted in expenditure of almost \$14,000,000 in Red Cross funds. This was a gift (no loans are ever made

in disaster) from the American people to the stricken people in a four-state area. Of the total spent, approximately \$8,500,000 was for the rebuilding and repair of more than 6,500 homes. Refurnishing of homes for some 10,000 families came to more than \$2,889,000. Food, clothing and other maintenance showed \$930,000 for 21,000 families aided, and rescue, transportation and mass shelter came to \$91,000.

This tragic disaster followed a year in which the American people, through their Red Cross, gave aid to more than 300,000 persons in 300 domestic relief operations.

These disasters consisted of 3 hurricanes, 36 tornadoes, 14 other storms, 65 floods, 158 fires, and 27 miscellaneous types such as explosions and wrecks.

The American Red Cross has been functioning in the field of disaster relief since 1881, when the first local Red Cross

chapter (in Clara Barton's home town, Dansville, N. Y) sent money and clothing to the communities devastated by forest fires in Michigan. The disaster program progressed with such efficiency that Congress in 1905 granted a charter to the American Red Cross and placed upon the organization a responsibility and an obligation for administering relief to disaster sufferers.

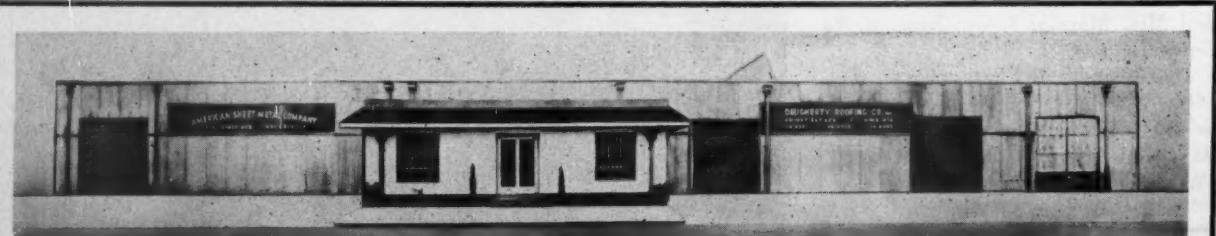
While federal agencies work in close accord with Red Cross, it should be noted that federal funds are not used for the relief of individuals or families.

On the national Red Cross scene it is noteworthy that 70 per cent of all national funds go back to direct aid or service to chapters and communities. And in the past fiscal year, administrative costs were less than 5 per cent.

The national organization also provides a vast nation-wide network of communications. The Dallas telecommuni-



SKETCHING SERVICEMEN is an activity of local artists. Mrs. George Mayer, volunteer worker, receives a sketch from Paul Lay, Dallas artist.



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INTERNATIONAL GOODWILL is part of the Junior Red Cross' program in packing these 5,000 gift boxes for distribution overseas.

tions center, located behind the chapter house, handles more than 1,000 telegrams a day, 90 per cent of which deal with problems concerning servicemen and their families. This tremendous communications center which extends into every major city and military installation in the United States is the reason why Red Cross, at the request of the military, can make immediate verifications and confirmations which enable servicemen to obtain emergency furloughs, leave extensions and provide information for hundreds of thousands of health and welfare requests.

Of course the "key" to Red Cross is the responsibility carried on by the volunteer. In Dallas county, as in most chapters, there are more than 100 volunteers for every paid staff member.



FINAL CHECK is made by William D. McBee, 1952 fund chairman, and Mrs. Marshall Cloyd, who heads the woman's division of the fund campaign. To reach this year's quota of \$475,431, the campaign work is divided into teams, who contact Dallas industries. Forty-eight Dallas business and civic leaders set up this quota after months of careful study. While most of the funds collected for Red Cross remains in the community the organization aids thousands throughout the nation. Last year one of the National Red Cross "mercy missions" was the disastrous midwestern floods. The flood, centering around Kansas City, resulted in expenditure of almost \$14,000,000 in Red Cross funds.

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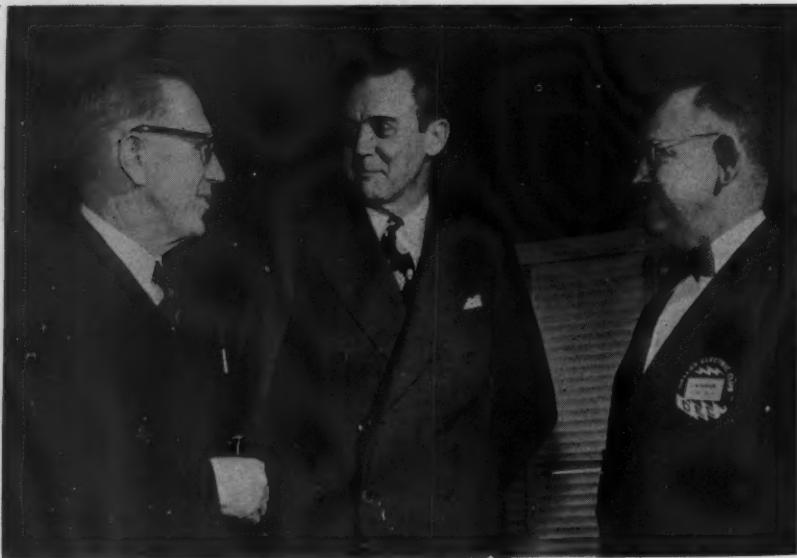
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THE PRESIDENTS of the Dallas Chamber of Commerce, Ben H. Wooten, left, and the Dallas Electric Club, John M. Hagler, right, greeted Philip D. Reed as he entered the Baker's Peacock Terrace.

Chamber and Electric Club Honor G.E.'s Top Executive

THE Dallas Chamber of Commerce joined with the Dallas Electric Club in honoring Philip D. Reed, chairman of the board of General Electric Company, at a luncheon on the Peacock Terrace of the Baker Hotel last month.

The firm that Mr. Reed heads manufactures more than 100,000 articles, including everything from giant turbines to electric needles. One person out of every 600 in the United States is a shareholder in the multi-million dollar concern.

On his first trip to Dallas, the city's business leaders joined with the men of his profession honoring him and acquainting him with Dallas.

Mr. Reed, who is president of the International Chamber of Commerce, told the Dallas leaders that the United States has three main problems confronting them today:

- (1) Russia.
- (2) Inflation.
- (3) Moral flabbiness.

Eminently well qualified to discuss problems the United States faces with Russia, Mr. Reed went to London as deputy for Mr. Averell Harriman for lend-lease in 1942. In 1943 he was promoted to head the United States mission of economic affairs in London with the rank of minister. He remained in London until January, 1945.

"Russia wants complete dominance of the world by absolute fear and absolute helplessness," Mr. Reed said. "We must become quickly strong. The question facing us is how quick and how strong.

"If ever a dilemma had two horns, this one has and we have to consider both of these horns."

The United States has won two world wars but lost two peaces, and another world war would be utterly devastating to both the victor and the defeated, the speaker said. "Our problem is to win the peace. We don't know how America would act if she became powerful militarily only to find that there is no war on.

"We have to be strong but arms emphasize the negative side of winning peace. We have to have a positive side."

On the positive side, Mr. Reed emphasized that the United States should help other countries to help themselves. He stressed the United States government teaching other governments how to operate in the spheres where government should operate. He suggested teaching the governments of other countries how to serve their people in the fields of medicine, soil conservation, education, communication, productivity, transportation, commerce, currency and public information.

"Teaching other governments how to operate in their proper sphere would not cost us a drop in the bucket compared to our military build-up program," Mr. Reed urged.

Discussing inflation, Mr. Reed said that the present defense program is "charged with inflationary factors.

"When wages are increased without an increase in productivity, inflation is inevitable. Those wage increases are ultimately paid for by the millions of people who do not get corresponding wage increases."

The speaker urged more restraint and more moderation on the part of both labor and management.

Summarizing his remarks on inflation, Mr. Reed stated, "I would take a calculated risk on Russia and make our expenditure equal our income."

On moral flabbiness Mr. Reed did not limit his field to the government. He said it exists in many areas.

"There is nothing new about this. History records many similar ups and downs in the standards of decency. I believe we are past the low trough and are on the upswing of a moral resurgence. If we can maintain our own moral code, we can effectively contribute to the resurgence that our country needs and so eagerly awaits."

Mr. Reed received a degree in electrical engineering from the University of Wisconsin in 1921. He earned a law degree from Fordham University as a night student while working in New York in a law office.

In 1922, before his graduation, he became vice president and patent counsel for Van Huesen Products, Inc. In 1926 he joined General Electric as assistant to the vice president in charge of the legal department in New York. He was made assistant to the president in 1937 and two years later was elected chairman of the board.

His government service began in 1941 when he became senior consultant to the priorities division of the Office of Production Management. When O.P.M. became the War Production Board, he was made chief of its Bureau of Industries and went to England in 1942 as deputy to W. Averell Harriman, who headed a lend-lease mission to England.

He was made chief of the United States Mission for Economic Affairs in London by presidential appointment in 1943 and held that post with the rank of minister until January, 1945, when he returned to private life.

Mr. Reed had resigned all his General Electric posts upon going abroad, but was elected, on his return, a director and board chairman of General Electric Company and board chairman of International General Electric Company.

Head of the International Chamber of Commerce from 1950 to 1951, he is a member of the Department of Commerce Business Advisory Council and a director of Bankers Trust Company, Metropolitan Life Insurance Company and Metropolitan Opera Association. He is chairman of the American section of the Anglo-American Council on Productivity.

In 1951, Mr. Reed was made a commander in the French Legion of Honor for furthering world trade.

Ben H. Wooten, president of the Chamber of Commerce, introduced the speaker. John M. Hagler, president of the Dallas Electric Club, presided. Others at the speakers' table included Tom H. Owens, vice president of the Dallas Electric Club; W. C. Blair, secretary of the Dallas Electric Club; John W. Carpenter, immediate past president of the Dallas Chamber of Commerce; James Ralph Wood, vice president of the Dallas Chamber of Commerce; George L. MacGregor, a director of the Dallas Chamber of Commerce; W. B. Clayton, commercial vice president of the General Electric Company, and W. W. Lynch, president of the Texas Power and Light Company.

Following the luncheon, the Dallas Chamber of Commerce conducted Mr. Reed on a tour of Dallas. He saw downtown construction underway, the State



TOUR OF THE CITY planned by the Industrial Department of the Dallas Chamber summarized Dallas' growth. Fred F. Florence, left, and W. B. Clayton were among those accompanying Philip D. Reed on the journey.

Fair grounds, national "big name manufacturers" that have Dallas operations, other firms with regional headquarters in Dallas, various city-county projects and Dallas' new industrial districts.

Mr. Reed was interested in the growth and expansion of the Dallas company that ties in closely with all his products, the Dallas Power and Light Company. The company which furnishes an index to Mr. Reed's business is in the midst of an expansion program that is expected to cost about \$39,000,000. This is in

addition to the approximately \$35,000,000 spent for new facilities during the preceding five years.

The company must anticipate demands well in advance and expand accordingly because electric service must be available when and as needed, and also because it takes considerable time to build a generating plant addition or to erect a new plant.

Peak demands on the company's distribution system during recent years show the need for expansion.

KEY MEN in the electrical industry attended the luncheon honoring the chairman of the board of General Electric Company. Left to right are Bill Lynch, president of Texas Power and Light Company; George L. MacGregor, president of Dallas Power and Light Company, and John W. Carpenter, chairman of the Board of Texas Power and Light Company.



THE NETWORK of downtown street railways and modern trolley busses emphasized another phase of Dallas' use of electric power. Tom H. Owens, left, of the Dallas Railway and Terminal Company shows a 17-story view of his line to W. B. Clayton of General Electric, center, and J. Ralph Wood of Southwestern Life Insurance Company.



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NO CHARGE TO EMPLOYER

EVANS

207-B
PRAKTORIAN BUILDING

EMPLOYMENT SERVICE

The March of Industry



Insurance Company Relocates. Frank C. Slay has moved his insurance, real estate and loan business, Slay & Company, into his own building at 2713 Live Oak this month. Mr. Slay's company was located in the Kirby Building for 29 years. The new building has an 80-foot frontage on Live Oak and extends back 150 feet. It is in a setting of 100-year-old oak trees. Slay & Company began operations in 1923. During 1935 to 1945, Mr. Slay revealed that he cut up more than 60 farms into real estate subdivisions, named 150 streets and built 750 homes.

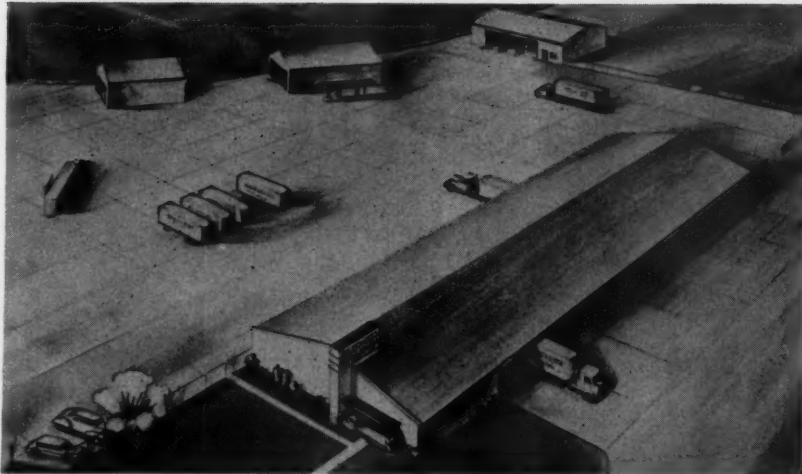
Formal Opening. The new Bell Paint and Floor Covering Company had a formal opening of their new company at 2543 Elm this month. Max Engle and Bernard Katz, partners of the new business, are veterans in the paint and floor covering fields. A three-day opening officially marked the beginning of the company.

Hosts Open House. The Universal Car-loading and Distributing Company at 2606 Gaston hosted a formal opening of their new office and freight terminal this month. G. A. Whitehead is district manager for the company, a division of the United States Freight Company.

Companies Merge. The Slocum Electric Company at 401 Continental has been purchased by Earl T. Summers, Jr., owner of Summers Electric Company with outlets at 2001 Griffin, Houston and San Antonio. The Slocum name will be retained on the six-year-old wholesale electric supply firm, managed by Claude D. Teal.

Engineering Company Opens. The Brandt Engineering Company at 8402-A Hines Boulevard has opened to distribute and install the Chrysler Airtemp line of heating and air-conditioning equipment.

Shop Relocates. The Avalawn Radio and Appliance Company has relocated at 3119 Knox Street, just across the street from their old site, and is owned by Seymour Myers and A. E. Cobb.



Modern Terminal Planned. The Merchants Fast Motor Freight Lines, Inc., is planning to build a modern 28-truck opening terminal in the Trinity Industrial District. Consisting of four units, the terminal will be erected on a seven and three-quarter acre site facing both Oak Lawn Avenue and Dragon Street. The project will have a 60 by 94-foot office building, washing, greasing and shop buildings. The office building, completely air-conditioned, will be of face brick with a front entrance of glass. Located in the building will be the local weight office, terminal manager, central checking office and offices of the foreman and the dispatcher. The new terminal, designed by the Ramco Company, will be equipped with a tow conveyor, which will run at variable speeds transporting freight from the unloading station to the trailers. A specially designed communication system permits drivers to check out their freight from inside their trailers.

Service Station Opens. The Good Luck service station, managed by Amous Wilemon and Foy Wilemon, at 1930 North Industrial Boulevard opened last month as the sixteenth station in the Good Luck group.

Opens Fabric Shop. The Nina Carron Shop, specializing in quality fabrics, was opened this month at 5330 Inwood Plaza by Mr. and Mrs. Samuel Schwartz, owners.

Plans Home. The Graham-Brown Shoe Company has bought a 126,000 square foot site in the Trinity Industrial District and plans to build a home for itself and the Austin Shoe Stores there within three years.

Opens Headquarters. The American Machine & Foundry Company of New York has opened its Southwest sales and service headquarters of the bakery equipment division in the Trinity Industrial District. Matthew Mozick is manager of this headquarters, which will be staffed by factory-trained personnel. The new building at 2106 Irving Boulevard was erected and is owned by I. Kaplan.

Plumbing Company Moves. The Mayo Plumbing Company, owned by James L. Mayo, has moved its shop from 920 South Joseph to larger quarters at 3109 Knox Street.

Award Winners. The Dallas chapter of the Associated General Contractors of America, Inc., was awarded second place in 1951 among 115 chapters in the national association's safety contest.

Buys Hotel. The Milner Hotel Management Company has changed the name of the Cliff Hotel, which they recently purchased, to Earle Hotel. Complete renovation is being made of the hotel, under the new management of A. S. Williams.

Food Mart Remodeled. Evans Lakewood Food Mart has completed an extensive \$37,000 remodeling at 2311 Abrams Road. Jack W. Evans is owner of the store, one of two Evans Food Marts in Dallas. The other, Evans Oak Cliff Food Mart, is located at 118 East Saner Avenue. Manager of the newly-opened store is R. E. (Bob) Henderson, who has been with the Evans firm 12 years.

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FOR THREE-QUARTERS
OF A CENTURY

anniversary



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RAILWAY LINES



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Steel blast furnaces are roaring . . . lumber, paper, rice and sugar mills — industries of all kinds — are busier than ever. Construction, employment and trade are at new highs.

Farm production is booming. Stockmen, dairy-men and poultry raisers are finding it difficult to meet demands.

We're better equipped than ever, too — almost completely dieselized — constantly searching for and finding new ways of improving our service.

*Yes . . . things are **MOVING**
down our way, and we're
proud to be doing a bit of
the **MOVING!***

ROUTE OF THE
Southern Belle
STREAMLINED HOSPITALITY



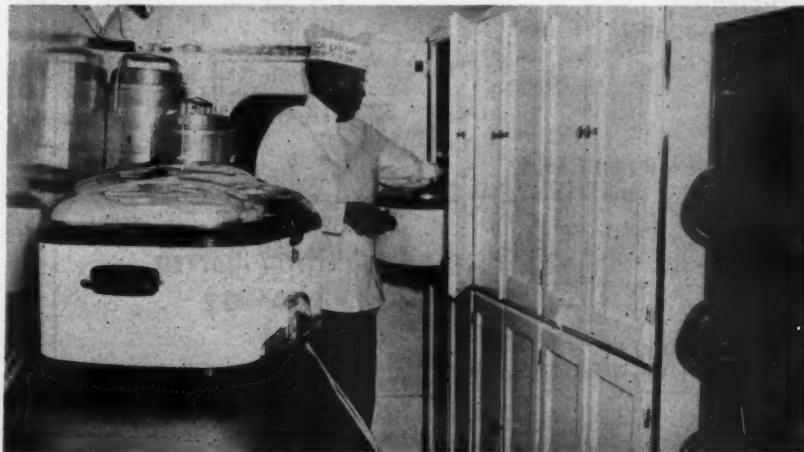
OUR DALLAS OFFICE

1107 Southland Bldg. Annex Riverside 9234
H. R. WHITING Dist. Freight Agent
G. R. MARYE General Agent
G. E. CONDRAY Commercial Agent





McClure Electric Company's Plant. The thirty-first anniversary of the McClure Electric Company was celebrated this month with the formal opening of its large modern plant at 2633 Swiss at Cantegral. The company was founded in 1922 by Jim L. McClure, the president, and Oscar P. Emerson as Emerson-McClure Electric Company. Mr. McClure became sole owner in 1931. His brother, the late Clarence L. McClure, entered the firm at that time as a partner and became president when the firm was incorporated in 1949, holding that post until his death in 1950. The brick, steel and glass building, a part of which is two stories high, contains 14,000 square feet of floor area, more than three times the space in the former quarters at 808 North Good. The modern offices are equipped with all-weather air conditioning, modern lighting and furniture.



Adds Foodmobile Service. An interior scene in the Casa Linda Foodmobile is shown above as one of the cooks prepares to service a party from this "kitchen on wheels." It is complete with all equipment, including restaurant-type broilers, ice box, built-in cabinets and numerous other service features. The foodmobile is considered to be the only vehicle of its type in the Southwest. Casa Linda services include planning and catering to large company events and private parties. Lee Bedford is owner and manager of the Casa Linda Catering Service.

Has Grand Opening. The Salle Ann Shop at 1704 Elm Street had a salesroom grand opening this month. Paul Weisman, manager of the shop, said the salesroom occupying the entire third floor, will carry dresses, suits, toppers, sportswear and lingerie.

Opens Tile Company. Joe F. Balisteri Tile Company has been organized with offices at 2821 Gilford Street and is operated by Mr. Balisteri and his partner, Alan Seale. The firm specializes in acid-proof floors for bakeries and dairy product companies.

BAKER AIR CONDITIONING
REFRIGERATION
TEXAS
REFRIGERATION & ENGINEERING CO.
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Harold's real trouble is his inability to see quickly and easily at all distances—he doesn't have "continuous vision." It happens to many bifocal-wearers. If you've caught yourself using age-revealing head movements to help you see clearly, see your doctor. He may help you regain natural, youthful seeing habits by prescribing Continuous Vision Lenses. Let us see to it that your prescription is filled accurately and quickly.

"The Prescription House for the
Eye Physician"

SYLVESTER'S
Dispensing Opticians

Phone RA-6968

308 Medical Arts Building Dallas

49th
ANNUAL FINANCIAL STATEMENT

As of December 31, 1951

ASSETS

Cash in Banks and Offices	\$ 2,644,920.28
U. S. Government Bonds*	5,938,968.02
Municipal Bonds*	2,352,093.20
Public Utility Bonds*	3,200.00
Industrial Bonds*	6,023.60
Mortgage Loans	108,607.11
Collateral Loans	169,464.57
Savings & Loan Investments	1,484,948.65
Public Utility Preferred Stocks†	713,558.00
Industrial Preferred Stocks†	745,670.90
Bank Stocks†	3,397,791.00
Insurance Stocks†	557,815.00
Republic Casualty Co. (a wholly owned subsidiary)	776,153.92
Railroad Common Stocks†	30,300.00
Public Utility Common Stocks†	405,397.00
Industrial Common Stocks†	1,963,512.00
Agents Balances (Not over 90 days)	1,061,055.10
Premium Notes	554,471.07
Home Office Building	156,008.95
Eastern Department Building	107,756.36
Pacific Coast Department Building	104,407.23
Due from Reinsurers	163,386.32
Other Assets	<u>66,856.50</u>
	\$23,512,364.78

LIABILITIES

Unearned Premium Reserve	\$13,017,164.45
Reserve for Losses	620,113.00
Reserve for Taxes	443,289.69
Other Liabilities	114,185.78
Contingency Reserve	1,973,134.45
Capital	
Preferred	\$2,000,000.00
Common	<u>2,200,000.00</u>
Surplus	<u>3,144,477.41</u>
	7,344,477.41
	\$23,512,364.78

*Amortized

†Value as established by Insurance Commissioners Committee on Valuation of Securities
 U. S. Government Bonds of par value of \$955,000.00 are on deposit with the Insurance Departments
 of the various states in accordance with legal requirements.

REPUBLIC INSURANCE COMPANY

Home Office 3415 Cedar Springs Avenue, DALLAS, TEXAS
 Eastern Department, 110 Fulton Street, NEW YORK, N. Y.
 Central Department, 309 W. Jackson Boulevard, CHICAGO, ILLINOIS
 Pacific Coast Department, 675 S. Park View, LOS ANGELES, CALIFORNIA

**Writing: FIRE • TORNADO • WINDSTORM
 HAIL • EXPLOSION • RIOT and CIVIL COMMOTION
 EARTHQUAKE • EXTENDED COVERAGE • INLAND MARINE
 AUTOMOBILE**

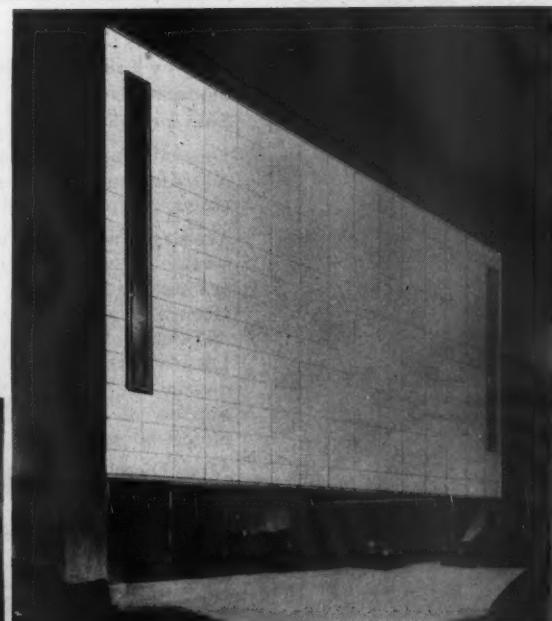


Life Firm Opens Offices. This month the new home office building of the American Investors Life Insurance Company will be opened at Forest Lane near Hillcrest. Company president is V. K. Howard and board chairman is W. Orville Childress, who revealed that the 1952 plans include entering the civilian life, health and accident field and accelerating the 1951 agency-expansion program. The two-story building looks like a residence and sits on a four-acre wooded tract. Exterior walls of the air-conditioned structure are of crabstone, sawed Austin Sheet stone, brick and glass. Architect is C. S. Dilbeck and contractor is T. P. Finnegan. The first floor has a glass-front lobby reception room, agency offices, general offices, a dining room and kitchen, a supply room and a machine equipment room. All executive offices and the

executive conference room are on the second floor. The walls of both quarters are paneled in walnut. The conference room is a combination dining room with dumb-waiter service from the first floor kitchen. American Investors was incorporated March 1, 1948, as an old line legal reserve stock company and the new building was occupied almost four years, to the day, after its incorporation. The company ended the year with approximately \$20,000,000 of life insurance in force, a legal reserve of \$428,000 and a premium income of nearly \$1,000,000 for the year. The directors declared a 300 per cent stock dividend on December 12 of last year. In addition to Mr. Howard and Mr. Childress, the firm's officers include W. E. Hunt, vice president and Mrs. Vera Russey, secretary-treasurer.

TexCrete Masonry **Haydite Aggregate**

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FOR THE SOUTHWEST



Texcrete masonry units provide exceptional beauty in residential construction, as shown in the home at the left.

Artists conception of New Motor Bank of the First National Bank, built with Haydite aggregate for Structural Strength, Minimum Weight and Maximum Durability.

Texas Industries, Inc.

TEXCRETE DIVISION

Executive Offices

HAYDITE DIVISION

Dallas, Texas

400 FIRST NATIONAL BANK BLDG.



Look what's ahead-Southwest

**More Katy Diesels
To Give You Better, Faster,
Smoother Freight and
Passenger Service**

Dependable Diesel power on all major freight and passenger trains, at your service!

Yes sir, we're stepping up Katy service . . . blending the modern and the traditional . . . The smooth, modern, heavy duty efficiency of giant new road Diesels with the traditionally dependable Katy service the Southwest has relied on for almost 80 years.

More Diesel yard switchers, to

shave precious minutes from terminal transferring times. Many equipment and service improvements to speed your receiving dates . . . simplify your shipping schedules . . . make traveling a pleasure.

Your local Katy representative will be glad to tell you more about Katy's many new plans . . . and how you may benefit by shipping and traveling Katy, Southwest.





Magazine Staff Visits. The entire sales staff of the *Progressive Farmer* magazine met in Dallas this month for a two-day session hosted by the Dallas office of the magazine. The annual sales conference preceded a tour of Central and South Texas' top farms and ranches. Executives attending the Dallas conference were shown by Fowler Dugger, right, general manager of Birmingham, Alabama, a 1951-1952 advertising report. Looking on are Eugene Butler, Dallas, first vice president and Texas editor; Paul Huey, Birmingham, vice president and advertising director, and L. Raymond Wiley, Dallas, southwestern advertising manager. Regular business sessions with featured guest speakers were held in the Hotel Adolphus. Speakers included Carl Georgi, vice president and media director of D. P. Brother Agency in Detroit and C. B. Spencer, agriculture director of the Texas Cottonseed Products Association. The *Progressive Farmer* is published in five sectional editions and is circulated in the 14 southern states.

Maintenance Firm Moves. The Complete Maintenance and Supply Company has moved from 1601 Cedar Springs to 567 West Commerce. H. Austin Linne manages the company, which remodels and builds residential and business property.

Chair Shop Moves. Contour Chair Shop of Dallas has moved from 1215 Elm to new quarters at 8227 Preston Road in Preston Center. The firm is a Texas corporation and distributes the products of Contour Chair Shops, Inc., of California. Tom Farrell is owner of the Dallas branch.

Glass Concern Opens. Windshield Glass Manufacturing Company will open a Dallas branch to offer automobile glass installation service and sell custom-made seat covers, door mirrors and glass tops for furniture protection. The company is located at 110-112 South Marsalis with B. J. Stapleton in charge.

Duo-Fast Moves. Duo-Fast Southwest has moved from 6234 Peeler Street to larger quarters at 907 Second Avenue. The distributing company specializes in hammer, compression and strike tacker staple machines. Ed Mergard is division manager for the firm.

A. Harris Opens Shop. A third-floor women's sports shop has been opened by A. Harris & Company to complete the first step of the 9-story addition under construction beside the A. Harris Elm Street entrance. Wall sections in the new building have removable bin and drawer inserts, making them flexible so that garments can be displayed hanging or binned. There are 11 dressing rooms in the new unit.

Opens Dallas Branch. Niagara Message Units Company, manufacturer of electrical vibrating equipment, has opened a Dallas branch at 2507 Cedar Springs. Tom Farrell is local manager.

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**Industrial
AUCTION and
APPRAISAL
Service**



Contact IRV ROSEN regarding your liquidation or appraisal problems. No obligation.

Muzak
IN
INDUSTRY

An Analysis of a Survey
"MUSIC IN WAR PLANTS"
Conducted by the
WAR PRODUCTION BOARD
Washington, D. C.

Conclusions of an outstanding war-time investigation conducted by the War Production Board, which covered 100 plants employing industrial music DEFINITELY PROVED that music is highly desirable in industry.

- MUZAK INCREASES PRODUCTION*
- MUZAK IMPROVES MORALE*
- MUZAK PENETRATES NOISE*
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604 Tower Petroleum Building
Telephone RI-9454

WHATEVER YOUR BUILDING PROBLEM . . .

PRODUCTION?

If it's a question of building to house production operations, whatever they may be . . .

CONSTRUCTION?

Or, if it's a tough problem of construction that requires engineering-wise handling . . .

BUDGET?

Or, if it's a matter of building to suit a purpose but within a specific budget . . .

Then, our firm can help you. In this organization, modern, aggressive principles of business management have been combined with a seasoned engineering-contracting background on the part of all principles. We can build for you on an open bid basis, a negotiated contract, or on a cost plus a fixed-fee arrangement.



Peterson Construction Co.

General Contractors



DALLAS, TEXAS

COMMERCIAL • INDUSTRIAL • ENGINEERING • CONSTRUCTION

G. M. Factory. The General Motors Corporation has planned the construction of a new plane-building and auto assembly plant at Arlington where eventually 6,000 persons will be employed. Completion of the G. M. plant is scheduled for the spring of 1953.

Moves District Offices. The Preload Company, Inc., designer and builders of prestressed concrete structure has moved its district office from San Antonio to Dallas. Gene H. Knox is district manager of the company.

New Real Estate Firm. Real estate offices have been established by George W. McDaniel, Jr., temporarily in his residence at 3645 Haynie. He will specialize in Park Cities and Preston Hollow residential properties. Mr. McDaniel was formerly sales manager for the Texas Almanac for ten years.

Milliner Honored. Fred Frederics, president of John Frederics, Inc., introduced his new spring hat collection at A. Harris and Company this month and was honored at several gatherings.

Partnership Formed. John J. Mimier and James P. Barber have formed a partnership for the practice of public accounting under the firm name of John J. Mimier & Company, certified public accountants, located in the Merchants State Bank Building, 5217 Ross.

Moves Location. Miss Mary Ellen Kerr has announced the opening of the Kerr Lettering Studio in larger quarters at 2309 Cedar Springs.

Forms Company. Roswell S. Hubbell has formed his own company with offices at 205 Irwin-Keasler Building to distribute the Vocatron, wireless inter-communicator. Mr. Hubbell for the past four years has been district manager for the Lanier Company in this area.

Company Moves. The Dallas' Factory Sales Company has moved downtown to 815 North Pearl in a modern 10,000 square foot office and work area. The old location of the company at 1405 Elm will be used as a retail outlet only.

Federated Mutual Purchases Building

The Federated Mutual Insurance Company has bought the two-story building its agency has occupied for the past year on a rental basis. At 2133 McKinney, the structure is headquarters for the Southwest division serving four states for the firm. Total office space in the building amounts to 12,000 square feet. A. W. Kiesner is division manager for the insurance company.

Federal Reserve Bank of Dallas officers, who were all re-elected for 1952 this month, are R. R. GILBERT, president; W. D. GENTRY, first vice president; E. B. AUSTIN, R. B. COLEMAN, W. H. IRONS, L. G. PONDROM and MAC C. SMYTH, vice presidents; J. L. COOK, vice president and cashier; HARRY A. SHUFORD, counsel; J. R. PARTEN, board chairman; MORGAN H. RICE, assistant vice president and secretary of the board; E. H. BERG, HOWARD CARRITHERS, HERMAN W. KILMAN, T. W. PLANT and W. D. WALLER, assistant cashiers; LEON DANIELS, general auditor; N. B. HARWELL, chief examiner, and GEORGE F. RUDY, assistant counsel.



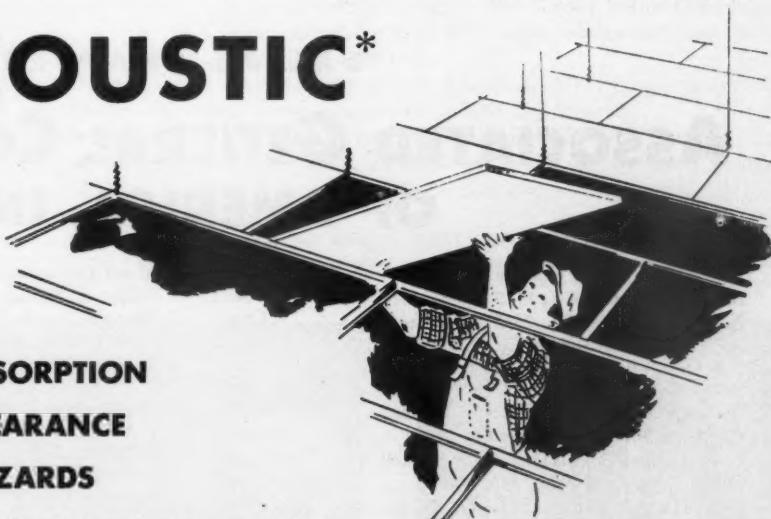
Optical Company's New Building. The Dal-Tex Optical Company, a new firm of wholesale and manufacturing opticians, moved into its new building in the Trinity Industrial District at 1400 Dragon this month. The building with 8,000 square feet of floor space is of buff brick and masonry and is completely air conditioned. In addition to offices and laboratories, the building has been designed with a large recreation room for employees. More than 2,000 prescriptions per day can be filled by the approximately 125 employees which the company will employ, according to Irving Greenberg, owner and operator who has been in the optical business for 20 years.

LIVINGSTON SMITH, Dallas attorney, has been named acting chairman of a newly created regional Enforcement Commission of the Tenth Regional Wage Stabilization Board.

F. V. GISH is the newly appointed general agent in Dallas for the Volunteer State Life Insurance Company and is now associated with J. M. England, also a general agent.

ALUMI-COUSTIC*

the new suspended acoustical ceiling



- HIGH SOUND ABSORPTION
- DECORATIVE APPEARANCE
- REDUCES FIRE HAZARDS

"ALUMI-COUSTIC" is a name to remember for economical, suspended acoustical ceilings in offices, stores, restaurants, bowling alleys, show rooms, and all types of buildings. It is lightweight, fire resistant, attractive, and high in sound absorption. Easy to install in new or old construction. Scores of installations in Dallas and the Southwest.

Let us tell you more about this modern, economical suspended ceiling.

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With an outstanding Reserve Training Record
- Constructing Production Facilities
Which Are Increasing America's Defense Production capacity
- Constructing Civilian Facilities
Essential to the growth and development of Texas communities
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to repair damage caused by war or disaster
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with all branches of the construction industry.

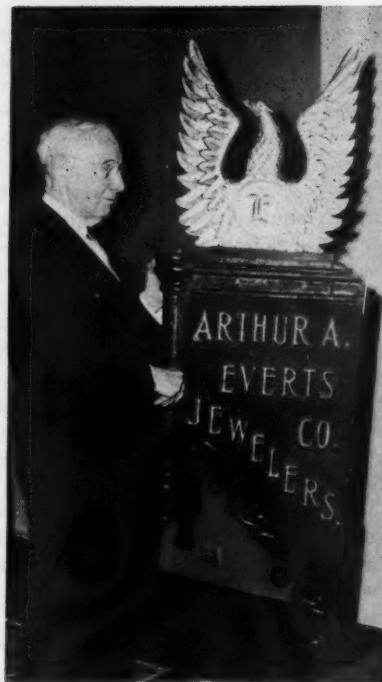
THE A. G. C. EMBLEM ASSURES SKILL, INTEGRITY AND RESPONSIBILITY IN CONSTRUCTION

DALLAS CHAPTER

ASSOCIATED GENERAL CONTRACTORS OF AMERICA, INC.

Beck, Henry C., 607 First National Bank Bldg.	ST-2127	
Bennett, Henry C., Co., 1315 Cadiz Street	RA-8071	
Bock Construction Co., 2630 Ferris Street	HA-7387	
Boyd, J. O. Construction Co., 2401 Pittman, P. O. Box 1343	RA-8390	
Brennan, Tom P., Inc., P. O. Box 6565	JU-8385	
Busboom & Rauh, 6910 Forest Park Road	DI-7958	
Carpenter Bros., 1335 Plowman St.	WO-5171	
Cowdin Bros., Contractors, 411 S. Haskell Ave.	TA-1464	
Dolph Construction Co., 3901 Elm	VI-0115	
Dyer, Hal. C., Builder, Dallas Gas Bldg.	PR-3714	
Eckert-Fair Construction Co., 1307 National City Bldg.	ST-3148	
Farnsworth & Chambers Co., Inc. P. O. Box 74, Houston, Texas.	AT-2451	
Fuess, C. A. & Co., 30½ Hi. Park Shop. Village	JU-1000	
Hickey & Company, 204 Commerce Building	RA-3100	
Inge-Hayman Construction Co., 2115 Butler	JU-0511	
Inwood Construction Co., 5151 Northwest Hiway	EM-2808	
J. Lawrence Jones, 406 W. Clarendon Drive	WO-8836	
McKee, Robt. E., Gen'l. Contractor, 2708 Inwood Rd., P. O. Box 2848	DI-3971	
Meers Construction Co., Great Nat'l. Bldg.	RA-2391	
Miller & Norton, 4415½ Belmont	TR-6956	
Montgomery, P. O'B., Builders-Engineers, 3121 N. Harwood, P. O. Box 923	RI-1139	
Morgan, J. E. & Sons, General Contractors, P. O. Box 6029	EL-3213	
Munn, Chas. S., Building Contractor, 5319 Junius St., Dallas (14) Texas	TE-8174	
O'Rourke Construction Company, 1001 West Commerce, P. O. Box 5384	PR-3501	
Peterson Construction Co., P. O. Box 474	EM-6580	
Ransdell Construction Co., 1014 National City Bldg.	RA-2602	
Rife, A. J. Construction Co., 2608 Inwood Rd.	DI-4811	
Stewart, James, & Co., Inc., 800 Employ. Ins. Bldg.	RI-3825	
Sumner, Charles V., 3408 Rankin	LA-2124	
Vilbig Brothers, Inc., P. O. Box 5930	RI-6828	
Vivrett & Vivrett, 1211 Southland Life Bldg.	RA-7166	
Wallace, W. H. Construction Co., 2244 Hardwicke	ST-1606	
Julian Capers, Jr., Managing Director 207 Thomas Bldg.	RA-8218	

Five Moves in Fifty Years



STORE FOUNDER moved his original sign.



GOLD RIBBON was cut by D. A. Hulcy, right, as Myron Everts, left, and Arthur A. Everts watched.

ARTHUR A. EVERTS COMPANY, Dallas jewelers for more than half a century, has moved from its present site to new and more spacious quarters one block east at 1813-15 Main Street.

This marks the fifth time the institution, founded in 1897, has moved eastward on Main Street to keep abreast of the growth and progress of downtown Dallas.

The new store was shown to the public for the first time this month. Open house was observed all day for friends to visit the new location and see a group of rare exhibits in priceless antique silver, china and art objects. Silver-plated demi-tasse spoons in Lucky Scarab pattern were presented as souvenirs.

THE DALLAS BONEHEAD CLUB "bought out" the store and pulled a fake move before the moving crew arrived. A bonehead member himself, Arthur A. Everts, left, and Myron Everts try bargaining with (Chief) Aubrey J. Roberts, Reed May and Ralph Currie, left to right. Myron Everts is holding the largest black diamond in the world.



FIRST EMPLOYEE of Everts, Albert Witrock, a diamond setter, took his prize possession to the new store: the piano stool he has had since joining the firm.



New Air Routes Link California and Florida

DALLAS' position as a nationally recognized air center was strengthened this month. The city will have a fast new airline service linking Dallas by through routes to both California and Florida.

The new Southern route will provide transcontinental four-engine airline flights from Dallas to Los Angeles and San Francisco or, in the opposite direction, to Miami, Florida. It will be inaugurated "at the earliest possible moment."

Tom E. Braniff, a director of the Dallas Chamber of Commerce, is founder and president of Braniff International Airways.

The new service will be keyed to an interchange of planes among three airlines—Braniff, Trans-World, and Eastern—permitting the companies to operate through service from Miami to the West Coast, via Tampa, Houston, Dallas, Fort

Worth, Amarillo and Phoenix. It has been approved by the Civil Aeronautics Board, which pointed out that the new setup rounds out the pattern of interchange service across the Southern United States. The C.A.B. also added there is no question of sufficient traffic to support the operation.

The three carriers already are at work setting up schedules and organizing a pilot and ground personnel training program so the new service can be launched.

Commented Stanley Marcus, chairman of the Dallas Chamber of Commerce aviation committee:

"The new interchange is another step toward making Dallas one of the nation's greatest air transportation centers. My committee's policy is to promote new or additional airline service that will give the public greater convenience. This new

coast-to-coast service, operated by three of the world's largest and most reliable carriers, will fill a growing need for more flights and more seats through Dallas between two of the country's most heavily populated regions."

The new through route service will provide additional and competitive service to the West Coast and Florida. The new service will compete with service to the West Coast from Dallas now offered by American Airlines. Pursuant to the interchange, Eastern Airlines will handle the 300-mile-an-hour Constellation planes between Miami and Houston, Braniff from Houston through Dallas to Amarillo, and T.W.A. between Amarillo and Los Angeles and San Francisco.

Mr. Braniff pointed out that the new service might greatly increase the number of travelers funneled through Dallas between the Florida and California coasts.

The C.A.B. estimated the new interchange would offer a "lower frequency of service" than American Airlines, which has 12 daily round trips between Dallas and western points, according to recent schedules.

FRISCO

5000
MILES
SERVING THE
SOUTHEAST
AND
SOUTHWEST

TWO FINE TEXAS TRAINS

TEXAS SPECIAL: Luxurious streamliner with thru Pullmans and chair cars to St. Louis . . . thru Pullmans to Washington and New York.

THE BLACK GOLD: Convenient overnight service to Tulsa. Buffet-lounge, reclining chair car and Pullmans with berths, compartments, drawing room.

ALL PRINCIPAL FREIGHT TRAINS DIESEL-POWERED, TOO!



Texans

... help defend
our TIDELANDS

TURN THIS PAGE AND
SEE HOW **YOU** CAN HELP

JOIN THE Tidelands Crusade

*Here is Your Chance
to Help Save the Texas Tidelands
for Our Public School Fund*



**USE THESE FOUR PAGES
TO STRIKE A BLOW FOR JUSTICE!**

The Individual Assignment Requested of You is as Follows:

1. Sign your name on the first line of the opposite page and get nine others to join you with contributions of \$1.00 or more to the TIDELANDS DEFENSE FUND.
2. Return the executed sheets and contributions to:

**STATEWIDE TIDELANDS COMMITTEE
308 EAST ELEVENTH ST., AUSTIN, TEXAS
(SEE BACK OF FOLIO FOR MEMBERSHIP)**

A DOLLAR or more from every aroused citizen will enable THE STATEWIDE TIDELANDS COMMITTEE to show the people of other states what can happen to them and their state-owned lands and resources. You can help to enlist their aid and the votes of their Congressmen.

*Help Your Statewide Tidelands Committee
CARRY THE TRUTH TO THE NATION!*

Contributors of \$1.00 or More to Tidelands Defense Fund*

NAME _____

Address _____

*This page will be bound into a permanent volume to be deposited in the Texas State Library as a permanent record of the Texans who contributed to help regain the tidelands for our state.

Remember the
TIDELANDS



In 1836 the battle cry was "Remember the Alamo." With that cry Texas won its independence and its tidelands property at San Jacinto.

Our cry now should be "Remember the Tidelands," as we appeal to Congress to remedy injustice and restore our lands.

Every state has submerged lands. Every American has a stake in the tidelands issue.

All funds raised in this Tidelands Crusade will be used to carry on a national campaign.

The Statewide Tidelands Committee will put the true facts before the people of America.

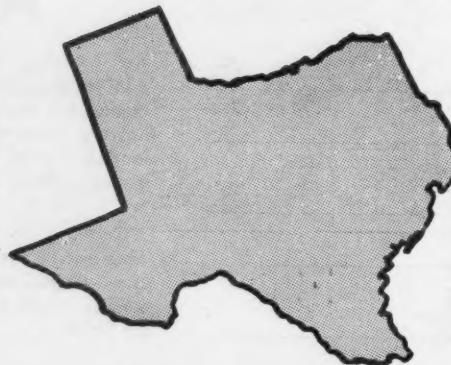
This is all we need to get their support of Congressional action. The people of America will help us in Congress if we get the true facts before them.

To enlist their help takes money.

Every Texan can help do this by contributing to this campaign.



Remember the
TIDELANDS



This campaign and the expenditure of funds to inform others and gain support in other states for congressional action is sponsored by the

STATEWIDE TIDELANDS COMMITTEE OF TEXAS

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Guy C. Jackson, Jr., Anahuac

VICE-CHAIRMAN
Mrs. J. W. Walker, Plainview

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WEST TEXAS CHAMBER OF COMMERCE
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SOUTH TEXAS CHAMBER OF COMMERCE
Ray Leeman, San Antonio

DAUGHTERS OF THE REPUBLIC OF TEXAS
Mrs. H. C. Vandervoort, Fort Worth

SONS OF THE REPUBLIC OF TEXAS
Col. C. R. Tips, Dallas

COUNTY JUDGES AND COMMISSIONERS ASSOCIATION
Otho F. Dent, Littlefield

TEXAS JUNIOR CHAMBER OF COMMERCE
Bill Ware, Dallas

TEXAS ASSOCIATION OF COMMERCE
Walter E. Long, Austin

TEXAS PRESS ASSOCIATION
Brad H. Smith, Weslaco

SECRETARIAT:
Texas Property Defense Association
Durwood Manford, President
M. K. Weitzel, Secretary

This space paid for by Statewide Tidelands Committee of Texas



AMPLE PARKING FACILITIES are one of the major features of Wynnewood Shopping Village. Plans are now under way to virtually double the size of the thriving suburban shopping center.

New Homes

(Continued from Page 11)

curate a year ago are obsolete today. As new shopping centers are projected and built, even the oldest continue their growth and development.

The founders of Highland Park Village are not ones to let their project lapse. They recently announced plans to build an unusual structure between the Sanger Brothers and Volk's branch stores in the Village to solve the shopping center's current parking problems. A new building, to house retail stores on the street floor level and parking space for 200 autos on the upper floors, will be constructed.

W. W. CARUTH, JR.



Meanwhile, "planned development" progresses as other areas of greater Dallas continue unabated.

Developer Ben Tisinger announces 575 lots in Casa View, northeast of the city, would be sold to 22 builders. This development is northeast of Casa Linda toward Garland. Some 3,144 families already are occupying this development.

Mr. Tisinger also announced plans for a 30-acre shopping center to serve the area at the intersection of Gus Thompson Road and the new Ferguson Road.

Another noteworthy planned development in the Dallas area is the Farmersdell addition in Farmers Branch where Developers Grady Cates, Jr., and Henry C. Kersey are establishing 145 low-cost modernistic homes. A 30-acre shopping center is also planned for this area. The developers retained Ned Cole, recognized architect from Austin, to design the homes.

Mr. Cates reports the Farmersdell Addition is the first contemporary designed development approved for the Dallas area by the Federal Housing Administration. This raises another interesting point.

Not only is the Farmersdell Addition an example of how former outlying areas are being incorporated into overall Greater Dallas through planned development, but it also illustrates how low-cost up-to-date housing can be established by independent developers through utilization

of architectural innovations. Farmersdell Addition homes are in the under-\$10,000 class through use of several built-in features, such as dressers, desks, cabinets and wardrobes.

Another item affecting Dallas' planned development is the massive \$37,000,000 low-cost public housing project which will accommodate 3,500 families in West Dallas. Ground has been broken on this development.

James L. Stephenson, executive director of the Dallas Housing Authority, said he hopes to have a portion of the units ready for occupancy by August 1 of this year. There will be 1,500 units for Negroes and 2,000 for white and Latin-American families.

ANGUS WYNNE, JR.



THE WEST'S GREATEST RAILROAD



LOOKING FOR A PLANT SITE IN THE DALLAS AREA?

Southern Pacific's Industrial Department has been of immeasurable assistance to many new industries locating in this area. Complete information on power, transportation, fuel, labor, taxes, water supply, land, and costs is available. What's more, this information is gathered without revealing your plans or identity.

Why not let SP's Industrial Department help you. Drop us a line, your inquiry will receive careful attention and will be treated with strictest confidence.

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2300 Canton Street, Dallas, Texas
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New Mexico ★ Utah ★ Arizona
Nevada ★ Oregon ★ California



ACCURATE CROSS-FILING system gives employers and job applicants every advantage possible at the Texas Employment Commission's new downtown office. Newton J. Rogers, seated, supervisor of commercial and professional placement, explains the system to (left to right) Dr. A. I. Sartain of S.M.U., E. A. Mohr of the Society for Advancement of Management, and Boyd Harrison of the Dallas Personnel Association.

New Employment Office For 'White Collar' Jobs

IN a ribbon cutting ceremony, early this month, Harry Benge Crozier, chairman of the Texas Employment Commission at Austin, officially turned over the facilities of the new T.E.C. Commercial and Professional Office at 1326 Jackson Street to a committee representing the Dallas public.

Members of the receiving committee included Mayor J. B. Adoue, Jr., president of Society for Advancement of Management; Boyd Harrison, president of Dallas Personnel Association; Dr. A. I. Sartain, chairman of the department of personnel, School of Business Administration, S.M.U., and Tom Finney, manager of the Industrial Department of the Dallas Chamber of Commerce.

"The new commercial and professional unit at 1326 Jackson Street will be a complete labor exchange for 'white-collared' workers," M. R. Kelly, Dallas district director, said. At the same time, he pointed out it would still be closely integrated with the remainder of the T.E.C. facilities at Ross and Akard Streets through John B. Griffin, local manager for metropolitan Dallas. Newton J. Rogers will be in charge of the new office.

T.E.C. plans to open another new of-

fice at the corner of Live Oak and Central Expressway and move the remainder of the Dallas T.E.C. office-skilled, semi-skilled, service, agricultural and unskilled groups about May 1. The district office will also be moved to that location.

ABILITY TESTS of prospective employees give employers a definite summary of an applicant's capabilities. Miss Wilma Ann Corbin is taking a typing speed test as M. R. Kelly, left, Dallas district director of T.E.C., and Tom Finney, manager of the Chamber's Industrial Department, watch.



Another!

Texas business chooses Servel All Year Gas Air Conditioning



Medical and Surgical Center, Sherman

Servel is quiet, guaranteed five years, serviced by Gas Company

SHERMAN, TEXAS—New Medical and Surgical Center joins the Servel All-Year Gas Air Conditioning parade!

It's easy to understand why. In no other type of building are air conditioning requirements so exacting.

During winter Servel warms the air . . . adds proper amount of moisture . . . circulates this air without drafts. When summer comes, thanks to Servel, the Medical and Surgical Center's doctors will work in invigorating climate even on hottest days. Patients will welcome the mountain resort climate. Servel filters out dust and pollen.

For business or home, an air conditioner must be trouble-free. Servel's no moving parts in its cooling and heating systems means it lasts longer; maintenance cost is lower. And Servel owners enjoy advantage of regular Gas Company inspection and maintenance service.

If you are planning to add profit and prestige advantage of Servel All-Year Gas Air Conditioning to your business (or to air condition your home) call Lone Star Gas Company. Call right away so our engineers will have ample time to design and install your Servel with utmost care.

***Lone Star Gas Company**

Only Servel

OFFERS ALL THESE ADVANTAGES

EFFICIENT COOLING. Refreshing, refrigerated air on even the hottest days.

POSITIVE DEHUMIDIFICATION. Removes sticky, wilting humidity.

FINGERTIP CONTROL. With a mere flick of your finger—warmth or cooling.

DEPENDABLE PERFORMANCE. Continuous, efficient, quiet operation.

FILTER-CLEANED AIR. Free from dust, dirt, and irritating pollens.

NO MOVING PARTS IN COOLING SYSTEM to wear or make noise.

ECONOMICAL GAS OPERATION. Servel provides year-round comfort at low cost.

5-YEAR WARRANTY. Your assurance of complete and lasting satisfaction.

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CARRIER NATURAL GAS OPERATED Absorption System for department stores, large office buildings, etc.

READY-POWER Natural Gas Refrigeration for churches, restaurants, theaters, laundries, office buildings, super markets, small hotels, etc.

NATURAL GAS OPERATED Steam Turbines manufactured by well-known concerns for largest commercial and industrial buildings.

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Investment Bankers



DALLAS ★ TEXAS

Plywood Firm Opens. Southwestern Plywood & Door Company has opened new quarters in the Trinity Industrial District at 1431 Levee Street.

The 7,500 square-foot building will be the home office for this new company, wholesale distributors of plywood and doors throughout the state of Texas. F. D. Eggers is president and general manager.

Of buff brick with rail and truck facilities, the plant has both office and warehouse space. It is leased from W. N. Hinckley who recently purchased it from Herb Holt. Dee R. Reeves, realtor, handled the lease negotiations. Elmer Horne and Associates were general contractors.

1 1 1

Two Schools Opened. Two new Dallas schools, both built for 800 to 1,000 children, were opened last month. The Lakewood School at 3001 Lynn Lane in Northeast Dallas has a buff brick exterior with a gray stone trim. The John Neely Bryan School at Deer Path and Easter in Cedar Crest is finished in pink brick and Roman trim. The Sudie L. Williams School at 4518 Pomona in the Love Field area was opened about the same time.

1 1 1

Company Surveys Area. Officials of the United States Rubber Company conducted a survey of this territory, early this month, with a possibility of constructing a tire factory here. They met with 60 district sales managers to discuss tire sales, advertising and merchandising plans for United States Rubber Company.

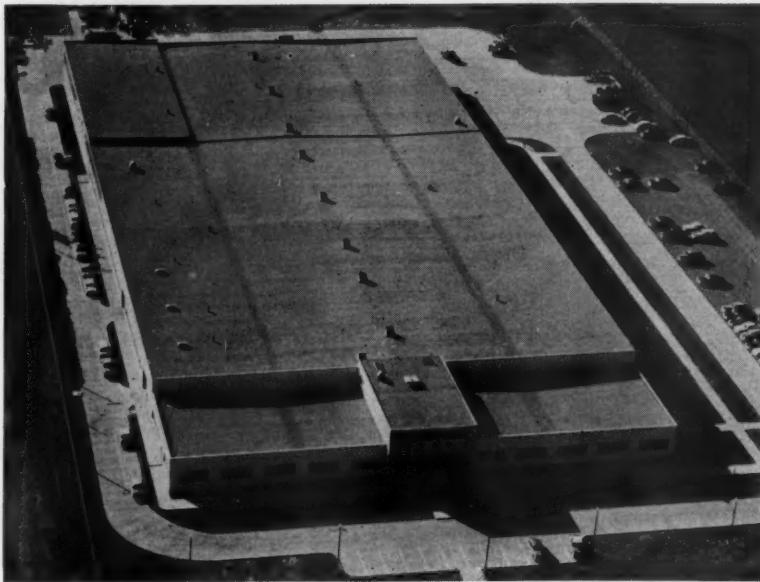
1 1 1

Receives Charter. John W. Key, president of the Silkscreen Process Printing Association International, presented the charter for a Dallas chapter of the association this month at an all-day meeting in the Hotel Adolphus.

1 1 1

Increases Capital. The Republic National Bank of Dallas now has a \$50,000,000 capital structure, following approval of the \$6,000,000 increase in capital and surplus by the comptroller of the currency. Based on a recent compilation, the present capital and surplus of \$42,500,000 ranks twenty-second among all banks in the country.

New Ford Parts Depot Plans Spring Opening



THE NEW BRICK AND STEEL Dallas parts service depot for the Ford Motor Company has been completed in the Trinity Industrial District, and will be formally dedicated early this spring.

A FORMAL dedication of the Ford Motor Company's \$1,000,000 new Dallas parts service depot is planned for early this spring at its location, 521 North Industrial Boulevard, according to Depot Manager W. A. McCullah.

The 123,000 - square - foot brick and steel structure is complete. It was opened December 3 to supply Ford and Lincoln-Mercury dealers of the Dallas sales district. About 100 persons are employed in the one-story structure, which was built by The Austin Company. David R. Crandall, Jr., heads the Ford division sales group, and J. F. Giles, Jr., the Lincoln-Mercury Division sales organization.

The new parts service depot is part of a two-phase facilities expansion program by Ford involving a total expenditure of at least \$5,250,000. Construction of a 287,000 - square - foot addition to Ford's Dallas assembly plant is moving ahead on schedule at an estimated cost of \$4,250,000.

The new parts depot has spacious office quarters housing the district sales offices.

The assembly plant addition should be totally or partially complete by midsummer, according to C. F. Jessee, plant manager. Ground was broken for the new structure in late December, 1950,

and construction got into full swing in January. The contractor is The Austin Company.

The new addition will house outstanding employee facilities as well as much-needed production space. Plans call for a large, modern cafeteria and locker rooms on the second floor. The first floor will house the body construction department. On the second floor will be the paint department in addition to other employee facilities, including a modern industrial hospital.

"The whole job has been engineered so that our people will lose a minimum amount of time, Mr. Jessee said. "For example, our new paint shop will be ready to run before we close our old one." When completed, the plant facilities will enable Dallas' Ford plant to go on a 16-hour production schedule if and when materials are available.

L. D. Crusoe, general manager of the Ford Division and vice president of Ford Motor Company who made the announcement of the plant expansion in Dallas January, 1951, indicated the prospect of increased defense production together with Ford's long-range plans for expanded civilian production were taken into consideration while the expansion was planned.

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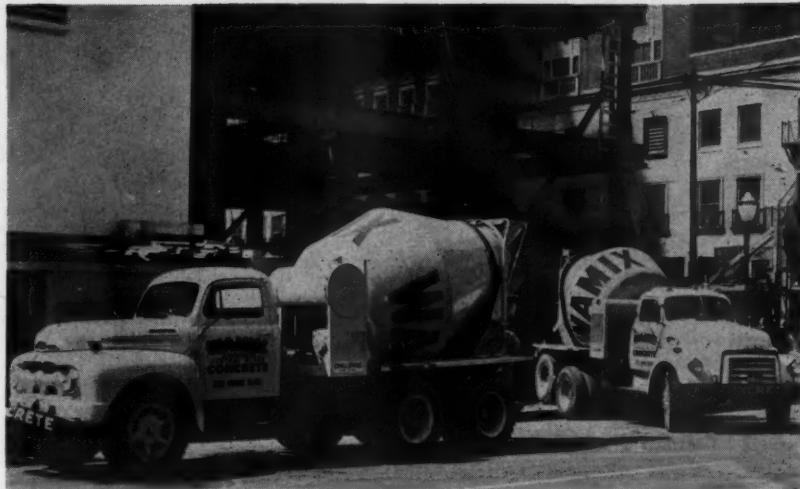
Good lighting can increase the efficiency of office or factory personnel from 12 to 40%.

With good light such a relatively small part of office expense, the over-head-minded executive will see to it that his personnel have the right light—for when they see better—they work better.

A lighting engineer will be glad to help you increase the efficiency in your office through planned lighting. Call RA-9321, no obligation, of course.

DALLAS POWER & LIGHT COMPANY

Electricity is Cheap in Dallas



SUPPLYING MAJOR CONSTRUCTION JOBS with central mixed concrete keeps Wamix's trucks constantly moving as activity on the Dallas construction scene continues to accelerate.

New Office Combines All Wamix Operations

LOCAL operations of Wamix, Inc., were recently consolidated in the new offices of the Wamix plant at 2221 Irving Boulevard. The new 3,000-square-foot office building houses the executive offices as well as the firm's accounting and sales departments, which were formerly located on Cedar Springs.

Located in the Trinity Industrial District, the concern is operating a high capacity plant, which is equipped with the most modern controls. Last year the company was recognized by *Pit and Quarry*, national trade magazine, for its Dallas concrete plant.

Among the most recent innovations has been the use of lightweight expanded

shale aggregate, in place of sand and gravel, in many larger construction projects where load weight reduction makes possible the reduction of the amount of necessary structural steel without affecting overall stability or strength.

The company has a fleet of 15 specially equipped trucks to deliver central mixed concrete to residential and industrial projects.

Numerous scientific developments in the industry have made possible the precise control of mixture in the central-mixing operation with production-line speed.

Wamix, Inc., has been in operation since the later part of 1950.

Bank Affiliated. The Mercantile National Bank has bought controlling interest of the Garland State Bank, which will operate as an affiliate for that district and not as a branch of the Mercantile Bank. Organized in 1947, the Garland State Bank's quarters have been redecorated recently and it has added new equipment and fixtures. Milton Brown is president of the Mercantile Bank.

Phone Books Distributed. Some 362,000 Dallas telephone directories were ready for distribution early this month. About 400 workers made the distribution and picked up old directories.

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Foreign Trade Inquiries

EDITOR'S NOTE: Statements under this heading are based on information received by the Dallas Chamber of Commerce, but are not guaranteed by the Chamber or DALLAS. Details may be obtained from the Foreign Trade Department, Dallas Chamber of Commerce. Please refer to code.

5222/WTO. **England.** London firm wishes to export antique furniture and chinaware in Dallas area.

5222/AGS. **Mexico.** Monterrey dealer is interested in buying used pianos and musical instruments.

5212/CMBA. **Mexico.** Concern wishes to export carload quantities of various minerals and ores with deliveries made at either a Mexican Gulf port or border gateway or directly to mills in the United States.

5212/ASG. **Mexico.** Monterrey concern wishes to sell automatic cotton looms, 45 inches wide, single pick, up to five shafts.

5222/BCC. **Japan.** Firm wishes to locate United States concerns interested in Japanese products, such as cultured pearls, imitation pearls, etc.

5222/VTC. **Japan.** Tokyo establishment can export various types of fittings and valves, land and marine engines and cultivators.

5222/PCK. **Italy.** Milan firm, handling chemical textile auxiliaries, is seeking woolen and cotton rags or remnants and complete lines of used clothing, and will represent American concerns for the Italian market.

5222/ITC. **Italy.** Bolzano firm desires to make connections with importers or distributors in the United States for handling Italian wood carvings, novelties, gift or religious articles and souvenirs.

5222/STEX. **Belgium.** Individual, a former Belgian, is returning to that country in April and will represent American firm interested in export and import goods in that area.

5222/ITC. **Italy.** Sardinia firm would like to contact United States firms interested in importing raw wool, cork, fluorine, barite ore, and barium.

5222/ITC. **Italy.** Udine firm will export all types of steel castings made from electrical oven process, furnace and Martin oven process.

5222/ITC. **Italy.** Milan firm wishes to contact a United States firm interested in purchasing the molds for two toys patented in all countries.

Air Conditioning

COHN-DANIEL CORP.

2702 Louise

DALLAS

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DALLAS HOME SHOW

MARCH
22 thru 30
1952

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Partial list of those who have arranged to exhibit:

AIR CONDITIONING

The Bock Corporation
H. Boedecker & Sons
Graybar Electric Co.
Hamilton's
Lone Star Gas Company
Radio City Distributing Co.
Stone Company
Texas Distributors
Thermal Control, Inc.
Underwood Heating Co.

AUTOMOBILES

Earl Hayes Chevrolet Co.

AWNINGS

Atlas Metal Works
Childress Canvas Products
Dallas Venetian Blind Co.
Harrington Corporation
Kool-Vent Metal Awning Co.

BABY FURNITURE

Babbee-Tenda

Tidy Tidy Wash

BATHROOM EQUIPMENT

Am. Rad. & Std. San. Corp.

BOOKS

Childcraft Books
World Book Encyclopedia

CHINWARE AND CHINA ART SUPPLIES

Three Sisters China Shop

CLEANING SERVICE

Bestway Carpet & Uphls. Cleaners
Chemico Rug Cleaning Company

DIAPER SERVICE

Tidy Didy Wash

DISHWASHERS

General Electric Supply Corp.
Graybar Electric Company
Frank W. Hooper Plumbing Co.
The Krodell Co.
Oak Lawn Appliance, Inc.
The Schoellkopf Company
Jack W. Wilkes Company

DISPOSAL UNITS

General Electric Supply Corp.
Graybar Electric Company
Frank W. Hooper Pumping Co.
The Krodell Co.
Oak Lawn Appliances, Inc.
The Schoellkopf Company
Southland Supply Company
Jack W. Wilkes Company

DOOR AND WINDOW FRAMES

Samuel A. Ellsberry Company
Gene Paige Co.

DOORS—FOLDING AND SLIDING

Alco Supply Company
Wm. Cameron & Company
Hutting Sash & Door Company
K & M Builders Supply, Inc.
Macatee, Inc.
Nichols Eng. & Materials Co.

DOORS—OVERHEAD

Dallas Overhead Door Co.
Hollywood Overhead Door Co.

DOORS—HARDWOOD

Alco Supply Company
Hutting Sash & Door Co.
Lumbermans Sash & Door Co.
Gene Paige Co.
U. S. Mengel Plywoods
Gene Paige Co.

EXTERMINATORS

Lin-Air Distributors
Orkin Exterminating Co.

FANS

The Bock Corporation
The Fletcher Co.
Graybar Electric Company
Lone Star Wholesalers

FENCING

Modern Home Insulators, Inc.
E. W. Williams Landscaping Co.

FILTERS—WASHED AIR

Thermal Control, Inc.

FLOOR COVERINGS

G. M. Hale Co.

Macatee, Inc.

FURNITURE

Acme Enterprises

Duffey's Furniture Company

Osburn Furn. Co.

Maywood Furn. Co.

HEATING AND FURNACES

Am. Rad. & Std. San. Corp.

The Bock Corporation

Catlett Engineers

Fletcher Co.

Graybar Electric Co.

Lone Star Gas Company

Perimeter Heating Co.

Radio City Distributing Co.

Southland Supply Co.

Stone Company

Texas Distributors, Inc.

Thermal Control, Inc.

Underwood Heating Co.

HOME FREEZERS

H. Boedecker & Sons

General Electric Supply Corp.

Graybar Electric Company

Hamilton's

Homemaker Shop

Huber Co.

International Harvester Co.

Oak Lawn Appliances, Inc.

The Schoellkopf Company

Jack W. Wilkes Company

HOUSE PLANS

Milam & Roper

INSULATION

Fletcher Co.

Macatee, Inc.

Modern Home Insulators, Inc.

INTERIOR DESIGNS

Decor Interiors

JALOUSIES—GLASS

Clearview Louver Wind. Co.

K & M Builders Supply, Inc.

KILNS—ELECTRIC

Norris Ceramic House

KITCHEN CABINETS

Am. Rad. & Std. San. Corp.

Wm. Cameron & Company

Ewing Kitchens

General Electric Supply Corp.

Graybar Electric Company

Oak Lawn Appliances, Inc.

The Schoellkopf Company

Southland Supply Company

Jack W. Wilkes Company

KITCHEN EQUIPMENT

Natural Health Products

Saladmaster, Inc.

LAMPS

Duffey's Furniture Co.

Cele La Bar Lamp Shades

LAUNDRY EQUIPMENT

H. Boedecker & Sons

General Electric Supply Corp.

Graybar Electric Company

Hamilton's

Homemaker Shop

Huber Co.

Lawn Furniture

Childress Canvas Products

LIFE INSURANCE

Equitable Life Assur. Soc.

LIGHTING FIXTURES

Joseph M. Averill

LUMBER

Interstate Lumber Co.

MANTELS

Wm. Cameron & Company

MASSAGE UNITS

Niagara Massage Units Company

Eugene Polk

Relax-It Massage Company

ORNAMENTAL IRON

Pre-Kut Ornamental Iron

OUTSIDE BLINDS

Harrington Corporation

Clearview Louver Wind. Co.

PAINTS AND VARNISHES

Interstate Lumber Company

Lin-Air Distributors

Nu-Enamel Texas Company

PIANOS & ORGANS

Brook Mays Piano Co.

Hixson Piano Co.

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RADIANT HEATERS

Am. Rad. & Std. San. Corp.

Electricglas Eng. Corp.

Radiant Glass Heating Co.

Southland Supply Company

RANGES

H. Boedecker & Sons

General Electric Supply Corp.

Graybar Electric Company

Hamilton's

Homemaker Shop

Huber Co.

The Krodell Co.

Lone Star Wholesalers

Lone Star Gas Company

Oak Lawn Appliances, Inc.

The Schoellkopf Company

Jack W. Wilkes Company

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STONE—MFG.

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Oak Lawn Appliances, Inc.

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Clearview Louver Wind. Co.

Samuel A. Ellsberry Co.

Gate City Awning Window Co.

Hutting Sash & Door Co.

K & M Builders Supply, Inc.

Lumbermans Sash & Door Co.

Macatee, Inc.

Nichols Eng. & Materials Co.

Gene Paige Co.

Gene Paige Co.

Macatee, Inc.

WINDOW SCREENS

Macatee, Inc.



Collins Radio Plant Nears Completion. Completion of the Collins Radio Company's new plant at 1930 Hilane Boulevard is scheduled this month. The firm, manufacturers of airborne and ground communication and navigation equipment for military, commercial and private planes, began operations in Dallas in 1951.

The new 50,000-square-foot building will be leased to the Collins Company by Trammell Crow of Dallas. It is located on a four-acre tract and will employ approximately 3,000 persons.

A procurement office at 1330 North Industrial Boulevard

was opened by the firm's Cedar Rapids, Iowa, headquarters last year. When the new plant begins operation, the existing manufacturing facilities at 1937 Irving Boulevard, will not be abandoned.

The Collins Radio Company's current \$2,000,000 expansion program is necessitated by \$150,000,000 in back orders for military and civilian needs.

The company has leased seven and one-half acres from the City of Dallas for a period of 20 years with a renewal option. The company plans to build hangars and an aviation engineering development project on the Red Bird Airport site.

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LIFE OF AMERICA BUILDING

39 U. T. Students Study Dr. Pepper Public Relations

THE University of Texas sent a class in public relations to Dallas late this month on a special mission to interview officers and personnel of the Dr. Pepper Company as a phase of its regular course. The idea was to allow the 39 students an opportunity to gain first-hand knowledge of public relations as it is applied in business. Instructor of the class, W. H. Purdy, who also teaches advertising courses at the school, encourages his students to take advantage of every opportunity to discover the practical side of business through contacts such as the one with Dr. Pepper.

Harry Ellis, public relations officer for Dr. Pepper, was in charge of the meeting and outlined the company's policies in his field. L. M. Green, company president, and other officers of the firm discussed the various phases of the business.



REVIEWING PUBLIC RELATIONS of the Dr. Pepper Company is the company president, L. M. Green, second from the right. Hearing the public relation features of the company's 1951 annual report were University of Texas students, left to right, Bob Jones of Alice, Betty DeRese of Port Arthur and E. L. Duxstad of Woodstock, Illinois.

Included on the afternoon program was also a tour of the plant, followed by a showing of an institutional film relating the origin and growth of Dr. Pepper. The class of students were dinner guests of the Dr. Pepper Company at Sammy's Restaurant following the day's program.

On their return to Austin, the University

students will review their visit with Dr. Pepper Company officials and then set out on a class project of developing a public relations program for Dr. Pepper. Each student will prepare his own set of recommendations from which Mr. Purdy and others on the University staff, will select the best.

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Two Officials Promoted. Two veteran Dallas telephone men were promoted this month in the Southwestern Bell Telephone Company. M. J. Williams, left, is assistant general manager in charge of revenue requirements for Texas, a newly created position, and C. L. Stewart is staff manager in charge of personnel, public relations and other staff functions for Texas. Mr. Williams began his Southwestern Bell career as a directory salesman in St. Louis in 1927 and came to Dallas in 1941 to head the company's directory sales organization for Texas. In 1947 he was given staff responsibility for Texas revenue requirements and became staff manager in 1950. Mr. Stewart began in 1913 as a lineman for the company in Cleburne. After serving in three executive positions in West Texas, he came to Dallas in 1928 as connecting company agent and a year later became division manager for the Northeast Texas area. W. L. Prehn is general manager of Southwestern Bell Telephone Company.

Hardware Firm Opens. Searls-Pierce Hardware Company, Inc., has been established at 341 Cole Street. Officers of the new wholesale hardware firm are Marvin B. Pierce, president; J. R. Searls, vice president and general manager, and Martin Rogers, vice president.

New Newspaper Service. Roger J. Waters, national circulation manager, has announced that the *New York Times* is now being delivered by special airplane to Dallas and will be on sale at various hotels and newsstands on the day of publication.

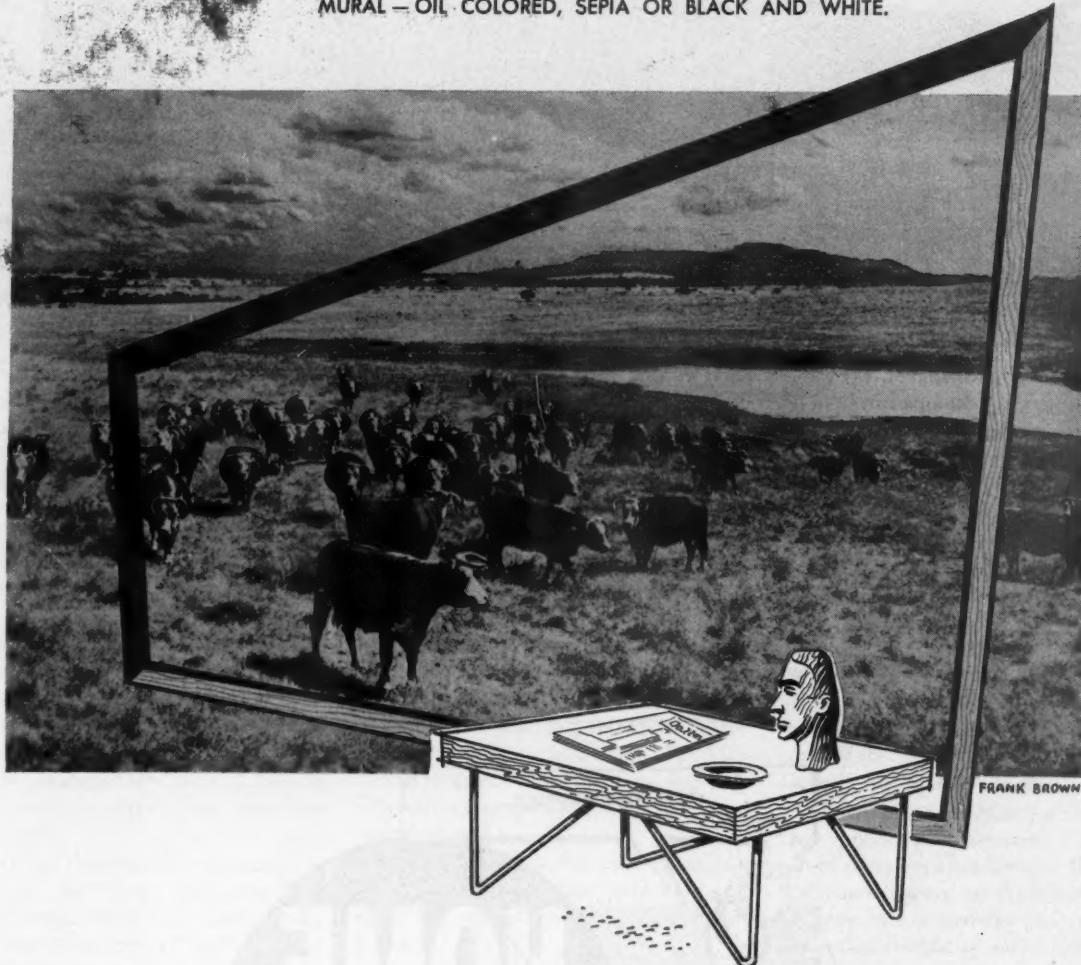
Office Moved. Headquarters for the Dallas district Office of Price Stabilization have been moved to 3306 Main, where the regional O.P.S. office is housed. William J. Speck, district director, said the move will save space and reduce administrative costs by placing district and regional offices under the same roof.

Observes Fiftieth Year. This month Titche-Goettinger Company observed its fiftieth year by honoring the founder, Max Goettinger, and thirty-eight 25-year-employees at a Hotel Adolphus banquet. William J. Brown, president and board chairman, organized Titche's Quarter Century Club at the gathering by giving pins and gold wrist watches to each of the long-time employees.

Wholesale Company Formed. Formation of the Dennard Motor Parts Corporation as a subsidiary of the C. S. Hamilton Motor Company, to handle the wholesale parts operations of the parent company, was made known this month. Clifton Dennard, president, said that ownership of the new corporation is the same as that of the Hamilton firm and there will be no change in management of either company.

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International Harvester Moves to New Plant. International Harvester Company's giant parts depot in the Trinity Industrial District at the corner of Irving Boulevard and Harvester Street is now in full operation.

The 200,000 square foot brick building is located on a nine acre tract and will serve as a regional parts depot, shipping all parts for the company's lines throughout Texas, most of Oklahoma and Old Mexico. These parts include farm equipment, motor truck, tractor, industrial equipment and refrigeration.

It handles more than 80,000 parts items for its 600 dealers. The Dallas depot is one of 12 to be constructed over the nation by International Harvester.

One of the largest one-story buildings in the area, the complete structure was planned in utmost detail not only for efficient operation but for the utmost in comfort and convenience for its more than 250 employees.

The 15,000 square feet of office space is completely air-conditioned. The entire building has a modern lighting system.

With two lunch rooms handled by outside catering, it also has tiled locker rooms with showers and an outside play area. This is on additional land which the company purchased for expected expansion.

Other employee comforts provided include—a specially designed heating system in the warehouse to keep temperature controlled even when large dock doors are open.





EVERYTHING BUT THE HORSES for the Minikahda Club's western party was supplied by the Publicity Department of the Dallas Chamber of Commerce.

Chamber Rounds Up Minnesota Headlines

A SWANK country club on the western shores of Lake Calhoun, Minnesota, captured front-page headlines recently with colorful publicity about Dallas.

The Minikahda Club chose to "whoop up" one of their extravagant parties by going western.

The Dallas Chamber of Commerce was selected as the "fairy godmother" to wave its magic wand and transform the placid lake area into a "rip snortin'" western party ground.

LaRoi Westin, manager of the club, began the Dallas invasion of the land of 10,000 lakes by telephoning the Dallas Chamber of Commerce for assistance in planning the party and its decorations. He told Horace Ainsworth, director of publicity, to "shoot the works and spare no horses" in planning the party and its decorations. The manager of the elite country club did not even specify a limit on expenditures.

Mr. Westin requested decorations for outside the grounds, a bar, a dining room seating 300 guests, a stage for the orchestra and table decorations.

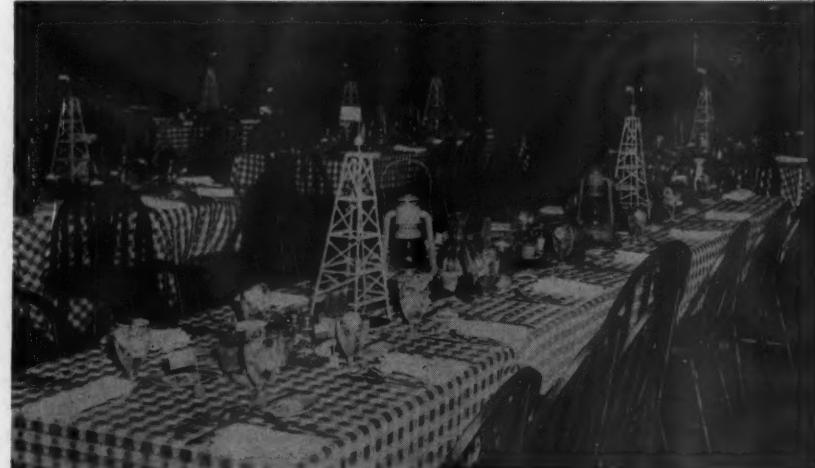
Mr. Ainsworth began his operations of exporting Dallas by getting decorations for the club's grounds.

The name of the club was changed

from Minikahda to Rancho el Kado. Thad Ricks, director of publicity for the State Fair of Texas, co-operated by sending bill board posters publicizing Dallas' most famous Texas institution. The Minnesota guests felt like fair time was only a few weeks away and right in their own neighborhood.

In addition some 300 posters characteristic of the Lone Star State were sent along for wall decoration of the club's interior.

CACTI, OILWELLS, Texas flags, cowboy boots and lanterns helped Dallas capture Minneapolis headlines with stories about the unique decorations.



For just outside the front door a life-size Texas cowboy, complete with cowboy boots, lasso, ten-gallon hat, sack of Bull Durham tobacco and six shooter, was borrowed from the Dallas Club of Printing House Craftsmen.

The same cowboy was reproduced in full color in miniature to be placed at each dinner plate.

Great bunches of genuine Texas cacti were flown to Minneapolis the day before the party to give even more Texas atmosphere. A miniature Texas cactus plant, about four inches tall, was placed beside each plate to carry out the Texas theme.

Place cards were made from miniature Texas boots, which also served as souvenir keyholders as a lasting memory of the western party. Other table decorations included a small Texas flag at each plate, a book of Texas matches, core samples from a real Texas oilwell, miniature Texas oilwells and oil lanterns to replace the traditional dinner candles.

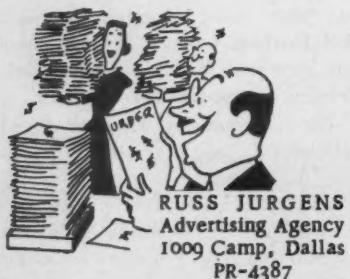
Even the menu was sparked with Texas foods, as black-eyed peas and Texas hominy were served.

David Hunter, senior student at North Dallas High School, aided the publicity department in rounding up the western paraphernalia.

Special appropriate western greetings for the affair were sent from the offices of the Dallas mayor and the president of the Dallas Chamber of Commerce. A copy of the book, "The Lusty Texans of Dallas" was sent to the guest of honor.

As a result of the efforts of the Chamber's publicity department, Dallas received front page headlines in the Minneapolis newspapers for three weeks as the newspapers followed the progress of the decoration scheme in serial form.

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DALLAS INSTALLATION of the new Alumi-Coustic ceiling at the Alexander Motor Company office is inspected by (left to right) Jim Neal of the Owens-Corning Fiberglas Corporation, Ernest Alexander of Alexander Motor Company and Cooper C. Drury of the Blue Diamond Company.

Dallas Firm Introduces New Product Nationally

A NEW Dallas building product, Alumi-Coustic, developed by the Blue Diamond Company, is fast gaining national acceptance. During 1951 a total of over two million square feet was installed throughout the United States. In Texas alone there were over one-half million square feet of installation.

The Alumi-Coustic ceiling system consists of fiberglas ceiling board supported by an interlocking aluminum grid. These entrusions hang in an inverted "T" and provide flanges for support of the fiberglas ceiling boards.

Cooper C. Drury, an executive of the Blue Diamond Company, originated the idea of Alumi-Coustic and headed the development work. In discussing the history of the product, Mr. Drury stated that Alumi-Coustic was developed to provide an economical, lightweight, incombustible suspended ceiling with high sound absorbtion.

"Its cost," he says, "lies in between the inexpensive combustible ceilings of low sound absorption and the more expensive incombustible ceilings with high sound absorption."

The product was developed to provide for noise absorption, fire safety, insulation and light weight ceiling in the medium price field.

Officials of the firm found that they could not produce all the components of their product here in Dallas. Through research, experiment and development, they found the ideal combination in fiberglas ceiling board and T-shaped aluminum extrusion suspended members.

The aluminum extrusion "T" supports are now being manufactured in the St. Louis plant of the Cupples Company. The Owens-Corning Fiberglas Corporation of Toledo, Ohio, developed the special ceiling board and also participated in developing the product through their extensive research facilities. Alumi-Coustic is distributed in practically every section of the country.

Some of the important Texas installations include the U. S. Air Force Administration Building in San Antonio, now under contract; the S. H. Lynch Building and Alexander Motor Company in Dallas and numerous office and private buildings. The Blue Diamond Company, developers of the Alumi-Coustic grid system for suspended ceilings, was organized in Dallas in 1924. Present officers are Jesse L. Henderson, president; J. George Drummond, vice president and W. B. Handley, Jr., secretary-treasurer.

WFAA Receives 25-Year Award From Network

WHEN the National Broadcasting Company came to Dallas twenty-five years ago this month, it was half-heartedly greeted with an almost apologetic understatement.

In announcing the network service, an item in the *Dallas News* stated, "The chain programs will be offered once a week, from seven to eight on Friday nights, for 13 weeks by WFAA as a test. If the programs meet with the approval of News-Journal listeners, WFAA may join the National Broadcasting Company chain permanently for several of the best programs each week."

The first network program to hit Dallas was a concert by the Edwin Franko Goldman band and it was the second in the Cities Service series which celebrated its silver jubilee this month. Highlighted on the front page of the *News* was the fact that WFAA would broadcast President Calvin Coolidge's address to Congress on the occasion of George Washington's two hundredth birthday, and that the president would be introduced by Ohio's Senator Fess, who in turn would be introduced by Vice President Dawes.

The first broadcast was on the red network which is now the N.B.C. network. There was also a blue network at the time, but that is now separately owned and titled the American Broadcasting Company. N.B.C. is broadcast over WFAA-820 with a power of 50,000 watts. The A.B.C. programs are now offered on WFAA-570 with a power of 5,000 watts.

Actually, the first network service came to the Southwest on April 2, 1923, as an amplified telephone transmission of a concert from Lewisohn Stadium in New York City. This feat was a service of Wired Wireless, the forerunner of N.B.C.

Programs ranged from rhythmic health exercises to a radio Bible class which had 12,000 members. A full share of folk music, poetry reading and piano renditions were also on the air.

This month, the National Broadcasting Company sent WFAA a silver and mahogany plaque in recognition of their 25 years of teamwork.



TWENTY-FIFTH ANNIVERSARY PLAQUE was presented to WFAA this month for the station's silver jubilee as an affiliate of the National Broadcasting Company. Martin B. Campbell, center, supervisor of radio and television properties of the *Dallas News*, assists Alex Keese, manager of WFAA, in handing the silver and mahogany plaque presented to the station by Niles Trammell, N. B. C.'s chairman of the board, and Joseph H. McConnell, the network's president. Vicki Patterson, member of the station's staff, watches the two managers. In the background is the plaque presented by N. B. C. observing the stations' twentieth affiliation anniversary.

Niles Trammell, N.B.C.'s chairman of the board, and Joseph H. McConnell, president of the chain, presented the plaque.

Martin B. Campbell, supervisor of radio and television properties of the *Dallas Morning News*, and Alex Keese, manager of WFAA, received the plaque on behalf of the local station.

Inscription on the award read: "The National Broadcasting Company presents this award of merit to Radio Station WFAA, Dallas, Texas, in recognition of its 25 years of service, broadcasting in the public interest as an affiliate of the National Broadcasting Company."

Signatures of the two officers presenting the award were engraved in silver at the bottom.

During the years, the *Dallas News* station has moved from its "tent" studio in the library of the newspaper's old building, to the penthouse of the Baker Hotel and then to the third floor of the hotel. It made the move to the present penthouse studios at 1122 Jackson Street on June 23, 1941. When the antenna for the 50,000 watt transmitter was opened at Grapevine, it was at that time the tallest structure in the Southwest, 653 feet tall.

The most significant fact which stands out in perusing a chronological list of events in the history of N.B.C. is the

ease with which contact may be made between the most remote sections of the world. December 13, 1933, was the date for the first program from India, heard in the U. S. from Bombay. Guglielmo Marconi's sixty-first birthday, April 25, 1935, was saluted by radio from ships at sea, from Admiral Byrd at the South Pole and from the Graf Zeppelin flying across the Atlantic.

And the most prophetic note of all occurs in an entry: "April 4, 1928, N.B.C. received its first television station construction permit."

The radio staff of WFAA includes Mr. Keese, manager; Karl Lambertz, assistant manager in charge of programs; William C. Ellis, chief technical supervisor; Ralph Kelly Maddox, manager of studio operations; Mrs. Velma Collins, office manager; Ralph Widman, manager of the recording division; Sidney Pietsch, news chief; Billy Mayo, musical director, and Jim Webb Cooper, chief engineer.

The modern studio of WFAA has an auditorium, which seats 250 people, and a stage large enough to accommodate a symphony orchestra. The stage is complete with modern lighting and stage equipment.

The station has a personnel of more than 100 employees.

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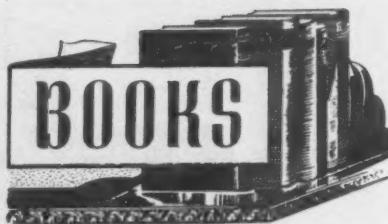
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The Celebrity

By Laura Z. Hobson, published by Simon and Schuster, 308 pages, \$3.50.

WHAT makes a best seller? And, what happens to the lives of the people who write best sellers? In Laura Hobson's new book, "The Celebrity," we see how the lives of twenty-one people changed just because one of them wrote a novel selected by the Best Selling Books Committee as their pick of the month.

"The Good World" written by Gregory Johns wasn't an extraordinary book, nor was it a unanimous selection of the committee, but a compromise because of an unusual situation. That compromise changed Gregory Johns from an unknown writer into a famous author. It changed his brother, Thornton, from an insurance man into the manager of a celebrity. And, in fact, the complete Johns family suddenly developed a new style of living, that is, all except the author, Gregory.

This is the inside story of the book publishing business, and entertaining reading about one author who hit immediate fame with a mediocre book. It is the day of the golden age of publicity in twentieth century style. And, it is a well-written, fast-moving novel to capture the imagination of all of us who have enjoyed reading and saying that we have read the "Best Seller of the Month."

It is Hollywood in action with fabulous people and places seen through the eyes of the newly successful. But, most of all, it is the story of a man who wanted fame more than anything else in the world.

Thornton Johns stayed in the shadow of his brother's limelight until he could stand it no longer. He was determined to make a name for himself. As a typical business man who had a gift for after-dinner speeches he had received in his lifetime just enough applause to learn to like it.

How he became a favorite lecturer, and attained his secret ambitions, is a humorous yet pathetic story of man's great eagerness to be recognized.

Laura Hobson is well qualified to write

such a book as "The Celebrity." She certainly knows the book business, and what it means to have a best seller overnight after writing "Gentleman's Agreement." It was made into one of the most distinguished motion pictures of 1947—the Academy Award winner of that year. She knows the advertising and promotion field, for she was at one time promotion director of a national magazine, and her first jobs were advertising copywriter and newspaper reporter.

Basically "The Celebrity" is the age-old story of the ones who become famous and don't want it, while those who can't achieve it spend all their lives trying. Perhaps it is as Mrs. Hobson says, fame is just a twist of fate—or a compromise. —by Jerry Porter.

Completion Set for March. The National Rebuilt Engines, Inc., plans to occupy their new building at 1205 Slocum in the Trinity Industrial District. The company, which deals in rebuilt engines, is another new business for Dallas, the home office, according to Charles J. Rogers, general manager. The building, of white brick and stone, will have air-conditioned offices and is constructed with dock high truck loading doors and warehouse space.

Auto Company Expands. The Doran Chevrolet, Inc., 2222 Main Street, has purchased property at the northeast corner of Commerce and Hawkins Streets to be used as a truck sales and service location.

Moves Headquarters. The Dallas used Car Dealers Association has moved headquarter offices to 3029 Main Street.

Give!



What Others Say . . .

Sirs:

Every day the relations between Texas and Mexico are greatly increasing and it is my opinion that Dallas will be one of the great centers of banking and commerce between the United States and this country.

I read with a great deal of interest your splendid issue of DALLAS.

JOHN B. GLENN

John B. Glenn, S. A.
Representations—International Trade
President, Mexican Chamber of Commerce
Mexico, D. F., Mexico

Sirs:

My husband is Polish by birth, naturalized British, while I was born in London, England, and I would like you to know that we have found nothing but kindness from the people of Dallas since we came here 15 months ago.

When you next have a meeting I would like you to offer our grateful thanks as two foreigners to your wonderful Dallas for all the help and business your Dallas citizens have extended to us.

A. JASNICKA

The Europa Restaurant
Dallas, Texas

Sirs:

There is a saying in Texas that no one ever builds big enough. In 1936 the American Beauty Cover Company built a new building of 10,000 square feet. In 1946 it added another 10,000 square feet

and as 1952 opens, it is occupying a third 10,000 square feet adjoining their present building.

The plant has been continually modernized. Practically everything in the plant is first class machinery.

Business is really moving forward in nice shape.

C. T. DEAN

President
American Beauty Cover Company
Dallas, Texas

Sirs:

I wish to thank you for the assistance given me during my recent visit to Dallas.

The information and pictures have helped us to develop a story of our operations in your city for our publication, the *Ceco Family News*.

LOUIS ZALE

Safety Director
Ceco Steel Products Corporation
Chicago, Illinois

INGE GRANT, vice president and manager of the Wyatt Metal and Boiler Works in Dallas, has been elected president of the Dallas Country Club. Newly elected directors are DR. BILL FUQUA, JIMMY TEMPLE, JOHN MARSTON, TODD GREEN and DeWITT RAY. Other officers named to serve with Mr. Grant are H. L. NICHOLS and DICK McLARRY, vice presidents, and Mr. Temple, secretary-treasurer.

Dallas Sets Pattern

Residents and civic organizations of the South Plains should follow without prolonged delay an example set in Dallas if they hope to obtain an equitable share of funds available for highway construction, reconstruction, and maintenance during the next several years.

Dallas Chamber of Commerce in that city is organizing a drive for more than 27 million dollars for 34 projects, including 16 four-lane highways linking Dallas with the county seat of every adjoining county.

Every one of these projects can be justified most convincingly by the enormous and increasing traffic volumes they carry. Most of the major highways entering Dallas were built 20 to 30 years ago. Five are only 18 feet wide and several others only 24 feet. Travel on them is hazardous and usually slow because of congestion.

Dallas is organizing. Areas like the South Plains had better do likewise, because funds for roads and highways will not be handed to them without effort on their part.

Avalanche-Journal

Lubbock, Texas

MARVIN BROWN, JR., is the newly appointed dealer field engineer for the Dallas Air Conditioning Company at 1708 Cedar Springs.

CECIL H. JONES has been promoted to vice president in charge of group and franchise sales with the Great American Reserve Insurance Company.

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WAREHOUSE

N.A. FLASH

The advertisement features a black and white photograph of a forklift on the left, with the text "all types" written above it in a cursive font. To the right of the forklift, the words "MATERIAL HANDLING EQUIPMENT RENTING" are stacked vertically in large, bold, sans-serif capital letters. Below this text is a large, bold, vertical text "RA-8411". To the right of the "RA-8411" text is a circular logo containing a cartoon illustration of a man in a uniform carrying a large box or barrel. The man is wearing a cap and has a determined expression. The text "TEXAS DELIVERY" is curved along the top edge of the circle, and "WAREHOUSE" is curved along the bottom edge. Below the circle, the text "N.A. FLASH" is written in a smaller, bold, sans-serif font.

Now Leasing

Space in a modern merchandise mart in the heart of downtown Dallas... Ideal for jobbers, distributors and manufacturers agents. Patterned after the Chicago Merchandise Mart... now being remodeled. For information, Write, Call or Wire...

470,000 SQUARE FEET AVAILABLE

- Large Office Areas
- Small Offices and Suites
- Combination Offices and Show Rooms
- Warehouse Space



J. N. FISHER, Realtor

Mercantile Bank Building, Dallas

Phone RIverside 4675

OFFICE FURNITURE BEAUTIFULLY REFINISHED

FREE estimates cheerfully given
Phone RI-3449



2214 MAIN STREET

"Serving the Southwest over Forty Years"

HUNTER-HAYES CO.

ELEVATORS — PEELLE MOTORSTAIRS

Commercial and Residence

Installation - Service - Repairs

DALLAS

HOUSTON

SAN ANTONIO



Here's Why . . .

GMC Trucks Are The Best

In 1950 and 1951 more GMC Trucks were sold in Texas than any other make, except the two lowest price trucks.

When your business requires a new truck, invite us in. We would like to sell you a real truck—GMC

BEST IN THE BUSINESS

FOR A BETTER TRUCK—SEE US

TRINITY MOTOR TRUCK CO.

1900 S. Ervay St.

DALLAS

Phone HU-2871

Two Dallas Banks Rank in Top Ten For Advertising

THREE Texas banks, including two Dallas banks, ranked among the top 10 banks in the United States and Canada on the basis of the excellence of their advertising.

The First National Bank in Dallas and the Republic National Bank of Dallas brought national attention to Dallas as a banking center this month with their exhibits of advertising. The Second National Bank of Houston was also among the top 10 selected.

A board of judges representing *Banking* magazine awarded the citations as a result of the publication's "Forum in Print." Exhibits of advertising from all over the United States and Canada were displayed in the Advertising Club of New York.

Clifton Blackmon is assistant vice president in charge of advertising and public relations at the First National Bank. J. Lewell Lafferty is vice president in charge of the public relations department of the Republic National Bank.

Banking, which is the journal of the American Bankers Association, held its first "Forum in Print" several years ago to encourage better bank advertising by bringing together the best from all parts of the country. The "Forum" has become an annual affair in which examples of advertising are submitted by several hundred banks of all sizes from every state. This is the first year, however, that the public has been invited to examine the displays.

The "Forum in Print" program, held under the auspices of *Banking*, is carried on in cooperation with the public relations council of the A.B.A. and provides an annual report on what banks are doing with the money they spend for advertising purposes. It is estimated that banks now spend approximately \$50-million a year for advertising.

GERALD W. BROOKS is the new manager of the newly created southwestern division of the wine and spirits department of Canada Dry.

Plans Working For Southwestern Medical School

PLANS are in the making for a new basic science building of the University of Texas' Southwestern Medical School in Dallas. This month regents of the university authorized Mark Lemmon, Dallas architect, to design a building of 90,000 square feet of floor space costing about \$30.55 per foot.

Dudley K. Woodward, Jr., of Dallas, chairman of the board of regents, said that he hoped the plans would be completed in 120 days and that bids for construction could be called by summer.

The building will be used by first and second year medical students. Mr. Woodward said, "It will be a dignified, fine-looking building," and will be located northeast of the proposed City-County hospital on Harry Hines Boulevard.

Room will be left between the basic science building and the hospital for a clinical building for the school. Money for the clinical building, in which third and fourth year students will study, will be asked of the Legislature at its next session, Mr. Woodward said.

The basic science building will have four floors of 21,875 square feet each and a 2,500-square foot penthouse for mechanical equipment.

Tentative construction of the basic science building is planned for the end of this year.

*DICTAPHONE'S "TIME-MASTER"

Makes you the master of your time

*One of America's great and trusted trademarks
FRED L. HAYNES District Manager

Dictaphone Corporation

2013 N. Akard RI-6117
R. O. LANE W. L. SYKES, JR. JIM E. TERRILL

FORREST AND COTTON

Consulting Engineers

Praetorian Building

Phone RI-5026

Dallas

COMPLETE FREIGHT TRAFFIC MANAGEMENT
RATES AND ROUTINGS QUOTED • FREIGHT
ACCOUNTS AUDITED

TEXAS TRAFFIC BUREAU— DALLAS, INC.

1402 McCoy

UN-1615

LUMBER LARGE AND COMPLETE STOCKS

YELLOW PINE, WHITE PINE, FIR, OAK, PLYWOOD

SPECIAL ATTENTION GIVEN TO INDUSTRIAL
AND DEFENSE PLANT ORDERS

OLDHAM LUMBER COMPANY

927 South Haskell Avenue

Phone TAylor 5194

LUCKY?

The growth of the ever aggressive, friendly, Big "D" and the great Southwest isn't a matter of luck. It reflects organized effort through your Chamber of Commerce, and the good judgment of merchandisers and industrialists in selecting the center of the southwestern population to make and sell their products.

We are proud of our part in that growth.

During the past 32 years E. V. McCright & Co. and McCright Industries, Inc., have had the organization, the know how, to design and build a great many warehouses, factories, hotels, and office buildings in the Southwest, thus relieving our customers of every possible detail and maintaining our unchallenged reputation as "Good people for you to do business with."

E. V. McCRIGHT & CO.

Engineers - Designers - Builders

McCRIGHT INDUSTRIES, INC.

Owners of Commercial and Industrial Properties

Management - Sales - Leasing

1508 Life of America Bldg.

Phone RI-6223

BUILDING BANKING in TEXAS



GEORGE L. DAHL, Architects and Engineers

It is with pride that we are fulfilling the architects' conception of the FIRST complete motor banking facility in the Southwest, scheduled for completion in March.

With the First National Motor Bank, the O'Rourke organization scores another construction FIRST in the nation's fastest growing commercial and industrial area.



*Another First
For the First!*

IN DALLAS Last Month



Heads Big Brothers. J. B. Thomas will be the executive director of the Dallas Big Brothers beginning March 1. He has been field executive for Circle 10 Council, Boy Scouts of America, another Chest agency, since 1946. Mr. Thomas, a graduate of the University of Texas, succeeds Austin G. Scott, who is now executive director of the Dallas County Association for the Blind.



Assigned Public Relations. David Toney has been with the United States Cold Storage since 1949 and was recently transferred to Dallas to handle public relations and sales promotion in the local office. Mr. Toney is a graduate of the University of Texas and a member of the Dallas Junior Chamber of Commerce.

ROBERT F. FITE has been appointed Dallas district sales representative for the Strand Garage Door Division of Detroit Steel Products Company.



To Head Society. Dr. Hobson Crook will be installed as president of the Dallas County Dental Society in June when he succeeds Dr. W. H. Louwien. Dr. Welden E. Bell has been named 1953 president-elect. Other officers to be installed are Dr. Bibb Ballard, vice president, and Dr. Edgar Gillean, director. Dr. Loren Miller is the new chairman-elect for the 1954 midwinter dental clinic to be held in Dallas.



Elected President. N. A. Caddell was elected president of the Dallas chapter of the American Food Salesmen Association and installed at a dinner meeting last month. Other new officers are L. J. Roux, first vice president and chairman of the membership committee; C. Z. Bauman, second vice president and chairman of the program committee; W. J. Vandergraff, third vice president and chairman of the finance committee; R. J. Brewer, fourth vice president and chairman of the civic committee; A. N. Pitts, treasurer; M. C. Steiner, secretary, and M. R. Sellers, sergeant at arms.

EUGENE WESTON has opened the Weston Carpets, a specialty store in quality carpeting at 6915 Preston Road.



SINCE 1920

Listed and Unlisted
Stocks & Bonds
Municipal Bonds

Bought
Sold
Quoted

DALLAS UNION SECURITIES COMPANY

DALLAS, TEXAS

502 Dallas National Bank Bldg.
TELEPHONE: RI-9021

TELETYPE: DL 390

FORT WORTH, TEXAS
1002 Continental Life Bldg.
TELEPHONE: ED-1248

Member Midwest Stock Exchange

LANTEX

CONSTRUCTION CO.

— GENERAL CONTRACTORS —

2821 Manor Way — DALLAS — Phone Dixon 9765

*For 28 Years
The House of
Mortgage Loan
Service*

**MORTGAGE
LOANS**
COMMERCIAL AND
INDUSTRIAL BUILDING
LOANS
RESIDENTIAL, CONVENTIONAL
AND F.H.A.

TO BUY, BUILD FINANCE
OR REPAIR

LOANS APPROVED FROM PLANS
AND SPECIFICATIONS ON
PROPOSED BUILDINGS

SOUTHERN TRUST & MORTGAGE CO.

1302-4 MAIN STREET — DALLAS

TELEPHONE
RI-5551

F. M. LOVE, Chairman of the Board

AUBREY M. COSTA, President

Inspections and Commitments on Conventional Loans in 24 Hours

TEMCO

means

Aircraft Production

From a small stream to a steady flow, TEMCO has stepped up its diversified aircraft production to record heights.

In its six-year history, TEMCO has shown its ability to handle any problem in aircraft production. In one of the country's most modern and best equipped aircraft facilities TEMCO has produced a light plane (the SWIFT), its own military trainer (the YT-35 BUCKAROO for the Air Force), and a large volume of overhaul work climaxed by the amazing production output of twenty-five C-54's per month for the Berlin Airlift. Now TEMCO is in full swing on contracts for major assemblies of the BOEING B-47, the DOUGLAS A2D, the LOCKHEED P2V and the MARTIN P5M.

With the major portion of U. S. Air Force C-54 overhaul activities recently transferred to its new facility at Majors Field, Greenville, Texas, TEMCO is tooling up for even bigger production projects.



Texas Engineering and Manufacturing Co., Inc.

DALLAS, TEXAS



Top Feature Writer. James F. Chambers, Jr., managing editor of the *Daily Times Herald*, has been recognized for writing the top Texas news feature story in 1951. Mr. Chambers was awarded first prize in the news feature category by the Texas Associated Press Managing Editors Association at their annual session. He became managing editor of the *Daily Times Herald* in 1945 and at that time was the youngest managing editor of a metropolitan newspaper in the United States. Mr. Chambers is a former editor of DALLAS.



Heads Credit Union. L. Phil Davis has been re-elected president by the Dallas chapter of the Credit Unions, comprising 87 credit unions operating in Dallas County. Other officers elected are E. R. Thompson, Dallas Railway Federal Credit Union, vice president, and William Baird, Dallas Housing Federal Credit Union, secretary and treasurer. Mr. Davis is administrator of the employees retirement fund for the City of Dallas.

D. M. BENTON is the sales manager for the Dallas bakery of Sunshine Biscuits, Inc., at 603 Munger Street.



THE FUNDAMENTAL FORMALITY OF OUR SERVICE IS SOFTENED
AND ENRICHED BY AN ATMOSPHERE OF FRIENDLINESS

SPARKMAN~BRAND, INC.

MORTICIANS

2115 Ross Avenue



STERLING 2187

Effect of Blindness on Your Life—

Just think that over a minute! Hundreds of men and women are inviting blindness, or near-blindness, right now.... How? Through NEGLECT—putting off examination by an EYE PHYSICIAN, when they KNOW their eyes need attention.



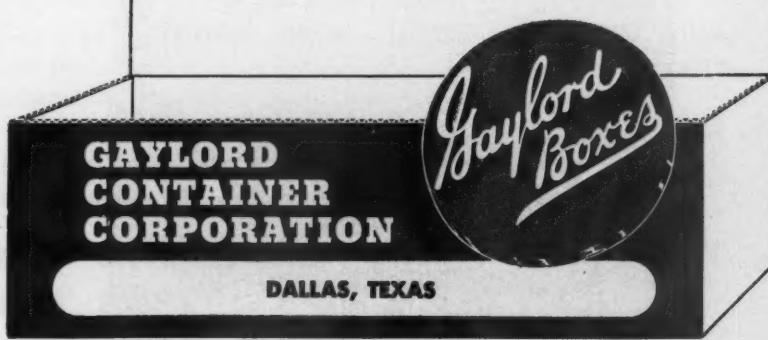
DR. MARTIN THOMAS

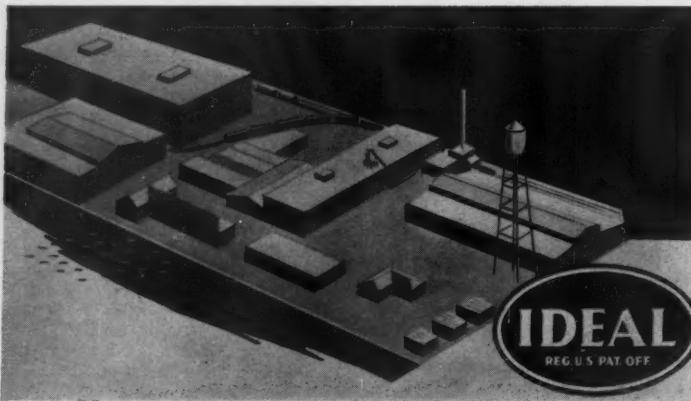
THOMAS
OPTICAL COMPANY
GROUND FLOOR MEDICAL ARTS • DALLAS

YOUR BEST BET

for insuring safe delivery
is packaging by Gaylord

CORRUGATED AND SOLID FIBRE





SUPPLYING QUALITY MILLWORK FOR HOMES IN THE SOUTH . . .

The IDEAL Millwork Plant at Waco, Texas, is geared to keep pace with the rapid growth of the South. The South's largest millwork factory has been producing fine quality products for over half a century . . . such items as the famous IDEAL All-Wethr Window, Sliding Door Units, Kitchen Cabinets, and the Frame-N-All Door Unit.

IDEAL Products are distributed by 40 building material wholesale houses, 18 of which are operated by Wm. Cameron & Co., Wholesale.

IDEAL COMPANY ★ WACO, TEXAS



*This Trademark
is your guide to
Dependable Service*

AND A BASIC SUPPLY OF . . .

INDUSTRIAL MACHINERY

INDUSTRIAL SUPPLIES

MILL SUPPLIES

GIN SUPPLIES

WATER WORKS SUPPLIES

PUMPS AND MOTORS

MACHINE TOOLS

OIL MILL MACHINERY

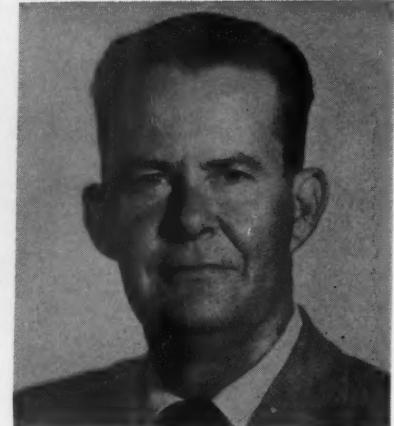


DALLAS — 5000 Harry Hines — JUStin 0311

BRIGGS-WEAVER
MACHINERY COMPANY

Distributors of Industrial Machinery
Machine Tools • Pumps and Motors Since 1896

HOUSTON — 300 S. Wayside Drive — YUKon-3361



Bank President. T. C. Burnett is the new president of the Grove State Bank, where he has served as a director since its organization. Blagden Manning is the new board chairman and all other officers and directors were re-elected.



Heads Company. E. O. Johnson is president and general manager of a newly organized rubber products supply house, the Texas Rubber Supply, Inc. Mr. Johnson has been associated with the Ford Motor Company, the Goodrich firm and Briggs-Weaver Machinery Company, where he was assistant to the sales manager. Offices for the Texas Rubber Supply, Inc., are located at 2013 Young Street and plans for a warehouse in the Trinity Industrial District are being formulated. The firm will distribute B. F. Goodrich industrial rubber goods.

MRS. HAZEL JEANES and MRS. STELLA SMITH have been appointed to the executive board of the Dallas Desk and Derrick Club, composed of women employees in the oil industry.

E. R. WARFIELD has been appointed agency secretary of the Gibraltar Life Insurance Company of America.



We're neighbors

Wherever you live in Texas, the oil industry is your neighbor. For the Texas oil industry is the bread-and-butter, the opportunity, the daily work of some 190,000 Texas men and women.

The girl who sits next to you in the bus; the hearty-looking man who waves as you pass on the highway; the family behind you at the PTA: in Texas, they all could be, some certainly are oil workers. Bookkeepers, stenographers, executives, drillers, roughnecks, stillmen, geologists, salesmen, pipe liners, petroleum engineers—the oil industry supplies the livelihood of all, and many more.

Neighbors of yours these people are, folks who pay taxes like yours, spend their money in the stores you patronize, drive the same kind of automobile, send their children to the same schools.

. The oil industry is more than a balance sheet, a set of statistics, an investment in derricks and pipe-stills. In Texas, it's the family next door.



HUMBLE

HUMBLE OIL & REFINING COMPANY
HUMBLE PIPE LINE COMPANY

DORSEY

THE DORSEY COMPANY
DORSEY BLDG. • DALLAS

PRINTERS • LITHOGRAPHERS • STATIONERS • OFFICE FURNITURE

VISIT OUR DISPLAY ROOMS

**YOUR GLOBE-
WERNICKE DEALER**

TITLE INSURANCE

NATIONAL TITLE & ABSTRACT CO.

Agents for:

THE TITLE GUARANTEE CO.

of

BALTIMORE, MARYLAND

F. B. DUNLAP, JR.

R. F. WELLS

SAM. W. FRENCH

711 Praetorian Building

RAndolph 4167

proved and approved

for

better construction

WAMIX
INCORPORATED

CENTRAL MIXED **CONCRETE**

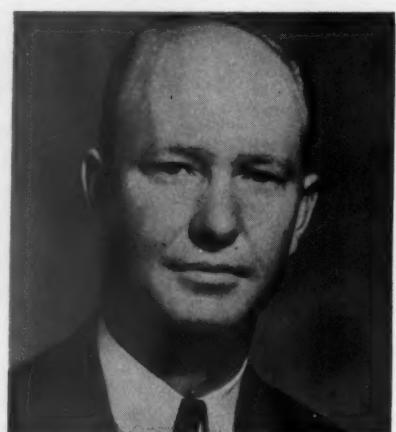
2221 IRVING BOULEVARD DALLAS, TEXAS STERLING 2151



Tom Amis
Joe Amis



Service Director. Mrs. Hilda LeBlanc Chase is now counselor to advertising agencies and clients in her new capacity as sales service director of radio stations of WFAA. She will continue her radio activities and will counsel on the various services of the stations. A native of Louisiana, Mrs. Chase attended the School of Business Administration at Louisiana State University.



Joins Paint Company. A. W. (Jack) Frost has been added to the sales department of the Jones-Blair Paint Company and will handle trade sales in Dallas and Northeast Texas. He has had more than 20 years experience in the paint business in the Dallas area. Howard M. Jones has been added to the industrial sales department and will specialize in the sale of industrial finishes for the company. The Jones-Blair home office is in Dallas.

ALFRED J. OSBORNE, Salvation Army senior captain, is the new state youth director in Dallas, and succeeds Ernest Holz, who has been appointed executive secretary of the Salvation Army's national capital division in Washington.

Industrial rubber products especially built for LONG SERVICE

PIONEER



Petroleum Hose

for rough, tough duty
is a Pioneer
specialty

This 12-inch "Victor" submarine oil hose being dragged from the ocean floor probably gets rougher treatment than any petroleum hose you've ever seen. It's part of a tanker-to-shore system that keeps a 402,000 HP electric generating plant* supplied with fuel oil.

Ocean-going tankers moor three-quarters of a mile offshore, and drag up the end of this 200-ft. hose, which is the flexible link between ship and under-water pipe-line. Oil is then pumped ashore at the rate of 8,000 barrels per hour.

*Pacific Gas and Electric Co. Generating Plant
at Moss Landing, Monterey Bay, California

Abrasive sand and rock, salt water, petroleum, ocean current, rolling ships, and general rough handling demanded the best in hose engineering. Pioneer hose was selected.

Where the going is rough, use Pioneer Industrial Rubber Products for *longer life*; call the nearest Pioneer office for full information on these exceptional products.

● Write for new booklet, "How to Lengthen the Life of Industrial Rubber Goods."

PIONEER RUBBER MILLS

Pioneering in rubber since 1888

FACTORY BRANCH:

228 IRWIN-KEASLER BUILDING, DALLAS 1, TEXAS • STERLING 4684

SALES OFFICES:

BOISE • CHICAGO • DENVER • LOS ANGELES • POCATELLO
PORTLAND • ST. LOUIS • SALT LAKE CITY • SAN FRANCISCO
SEATTLE • SPOKANE • TACOMA • TERRITORY OF HAWAII



BELTING • INDUSTRIAL HOSE • FIRE HOSE • PACKINGS
RUBBER COVERINGS AND LININGS, SPECIALTIES

MAIN OFFICE: 345-353 SACRAMENTO STREET, SAN FRANCISCO 11
FACTORIES: PITTSBURG, CALIFORNIA



LONE STAR STEEL

Here's the modern Accounting Department of Texas' own Lone Star Steel Company...completely furnished by Bennett Printing Company.

Another Furniture installation
by *Bennetti*



*Here's a
suggestion
for you---*

Distinctive, contemporary designed EXECUTIVE DESK. Big 69" x 38" surface. Of specially selected walnut and other hardwoods. File drawer is equipped with suspension glides and a hanging file. A big desk for a busy executive. \$350.00.

PRINTING
LITHOGRAPHY
OFFICE FURNITURE
OFFICE SUPPLIES

Bennetti
BENNETT PRINTING COMPANY
1629 CORTICANA - DALLAS, TEXAS

TELEPHONE RIVERSIDE 3201

serving the southwest for 67 years



Edits Newspaper. Thomas L. Miller has been appointed editor of the *Dallas Ford*, assembly plant newspaper for the Dallas plant. He succeeds Paul White, who is now industrial relations manager of the Ford division assembly plant in Louisville, Kentucky. Mr. Miller formerly worked on the *Daily Times Herald* in the telegraph and sports departments.



National Officer. J. C. Zimmerman was elected vice president of the National Electric Sign Association at the annual meeting in Chicago. Dallas will be host to the national convention in 1953. Mr. Zimmerman is a partner in the firm of J. F. Zimmerman and Sons, 921 North Industrial Boulevard.

Canada Dry Ginger Ale, Inc., has recently had three promotions within the firm's sales organization. SHELDON HARRIS is the manager of the Dallas division's fountain sales department, BILLIE B. CLAY is division jobbing manager and LEWIS LAWSON is Dallas city sales manager in charge of bottled carbonated beverages.

NATHAN LIPNER is the new manager of the Mission Jewelry Company at 1601 Elm Street.

Helyn Hardin

By Joseph Sterne

"WHEN the PBX girl is out I take over the switchboard, and when the mail girl is out I take over the mail," said a tall, tailored woman named Mrs. Helyn Hardin. She summed up the simple description of her job around the Mosher Steel Company on Maple Avenue as "a sort of utility infielder."

In between her appearances as a substitute in the office line-up, Mrs. Hardin acts as manager, or, to put it more formally, as "personnel director" of Mosher's women employees. This involves the dispensing of advice on everything from arthritis to the latest love affair, occasional stenographic work for L. B. Jones, vice president in charge of Mosher's Dallas office, and the breaking in of new girls. "I wish I had a nickle for every girl I've trained," she mused.

With a quick change of pace, Mrs. Hardin said that Mosher's is very old, conservative company, organized in 1885, which is mainly engaged in the fabrication of steel.

"They're so conservative here," she confided. "Why when I wanted to redecorate the foyer so it would be an attractive place for portraits of the two Mosher's, W. S. and T. J., who founded this company, Mr. Jones just put me off and put me off. But I won. Got plants and drapes and new furniture. They wouldn't let me put in a sofa, though."

What else does she do?

"Well, I handle the Christmas party every year, and keep a chart of the ages of all the children of the employees so I can buy them presents. It's fun buying presents with other people's money. And I help with the arrangements for the summer picnic, too. We take color movies and show them each year."

Mr. Jones had some further information about his "Dean of Women." "I think Helyn is wonderful—one of the



HELYN HARDIN

most gracious, competent, dependable women I've ever seen," he said. "She has worked in practically every department of this company and knows the steel fabricating business inside out. You don't find many like her."

Mrs. Hardin was born in Clarksville, Red River County, where her father, R. W. Spear, was proprietor of the Spear Hotel, a red-brick two-story building about a block from Clarksville's town square.

"I was a popular little girl," she remembered. "Daddy would let me treat my friends to free meals in the hotel dining room."

When she was 16, Helyn moved to Dallas and enrolled in the Metropolitan Business School. After a few months at Metropolitan, she got her first, and what proved to be her last job, as a secretary for Mosher.

"We had a skinny little building on South Lamar in those days, with outside steel stairs. You had to learn to shout over the telephone, and the dirt and grime that blew in from the shop was just terrible. We had to work New Year's Day because the shop foreman believed that what you did on New Year's Day set the pattern for the year."

After seven years, the secretary quit to marry F. S. Hardin, now a buyer for Texas Engineering and Manufacturing Company. She met her husband-to-be at a boarding house on San Jacinto where they both took their meals for a while.

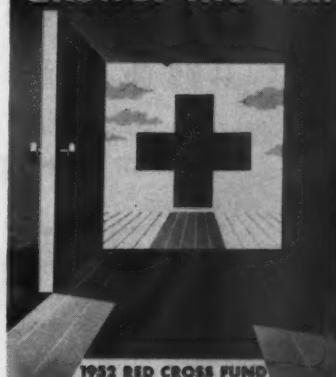
They have one daughter, Pat, who is a secretary for Bailey, Scott and Company.

"I was homesick for the business world—wasn't much at housework and didn't want to be. Every time I'd pass an office and see those green file cabinets I'd get homesick. When Pat was old enough to go to school, my parents moved down from Clarksville and I went back to Mosher's. Been here since," she said.

A man with a gray shirt, a gray vest and gray hair wandered over. He introduced himself as R. R. Lutrick, the head of Mosher's estimating department.

"That's the man who named me the 'Dean of Women,'" said Mrs. Hardin. "You know what else they call me? 'Mother.' They started that when I came back to work after Pat."

answer the call



ROUNDS & PALMER COMPANY

WHOLESALE DISTRIBUTORS



CELOTEX PRODUCTS, OLD AMERICAN ROOFING
MUSTANG ASBESTOS SIDING, STRONGBARN
AMERICAN STEEL AND WIRE PRODUCTS

9233 Denton Drive

—DALLAS—

Phone DI-4832



SPECIALIZING IN BETTER CLASS HOMES

IN HIGHLAND AND UNIVERSITY PARKS—PRESTON
HOLLOW—EAST DALLAS—LAKEWOOD
and OAK CLIFF
REAL ESTATE—INSURANCE—LOANS

IF YOU ARE LOOKING FOR AN ORGANIZATION that has the KNOW-HOW, INTEGRITY, FINANCIAL RESPONSIBILITY, and a large corps of COURTEOUS SALESPEOPLE, and the LARGEST LISTINGS of better-class homes in the city, we invite you to become one of the thousands who have used our facilities to advantage.

OVER FIVE MILLION VOLUME IN 373 SALES
IN 1951

KATHRYN CURRIN & ASSOCIATES REAL ESTATE

Largest in the Southwest

FOUR CONVENIENT LOCATIONS

MAIN OFFICE:

5964 Northwest Highway
EM-2811

OAK CLIFF:

717 W. Jefferson
WI-1108

LAKEWOOD OFFICE:

1835 Abrams Road
TE-8111

PARKDALE:

5923 Lovett St.
EV-1111

Advertising Head. W. D. Clark has been named sales promotion and advertising manager of the General Electric Supply Corporation's Dallas district. Mr. Clark succeeds J. C. McKee, who has been transferred to Fort Worth as manager of that office. Mr. Clark joined the Dallas organization last August.

A. B. BLACKBURN is the manager of the new Oak Cliff branch office of the Stewart Title Guaranty Company at 116 Sunset.

WARREN N. HIGGINS has opened a life, accident and health insurance agency in the Wilson Building.



JAS. K. WILSON invites you to meet Max Logan of their First Floor, Men's Furnishings and Hat Department. Max has been serving the men of Dallas and Texas for the past 30 years and will be glad to assist you in the proper selection of your apparel needs from Jas. K. Wilson's impressive new spring collection of furnishings and hats.

Advertisement



Bank Executive. George J. Watts, a former Philadelphia banker, is the newly elected assistant vice president of the Republic National Bank of Dallas. He has been associated with the Girard Trust Corn Exchange Bank and its predecessors all of his business life. Mr. Watts has been active in civic organizations before coming to Dallas. Last year he was chairman of the Y.M.C.A. membership drive in Philadelphia, an organizer of Pennsylvania Week in 1948 and was state chairman for banks during Pennsylvania Week in 1951.



Manages Department. Raymond J. O'Neal has been appointed manager of the hotel supply department of the Huey & Philp Wholesale Hardware Company. Mr. O'Neal has been with the company since 1927.

J. B. MURPHY and MERWIN HOFFMAN have announced the opening of the Service Company at 9719 Hines Boulevard.

W. C. DARBY has recently been promoted to Dallas controller of the Best Motor Lines.

Charles S. MUNN BUILDING CONTRACTOR DALLAS, TEXAS

P. O. BOX 9566

PRELIMINARY COSTS
AMORTIZATION PLANS
BUILDING ESTIMATES
FIRE LOSS ESTIMATES
REMODELING AND ADDITIONS

★
Building My Business
is Building

★
CALL TE-8174

COMMERCIAL • INDUSTRIAL • FINE HOMES



DISTRIBUTORS OF...

AMERICAN STANDARD

and

BRIGGS Beautyware

Plumbing
Fixtures

JENKINS Valves

•

SPANG Pipe

•

Heating

•

Air Conditioning
Supplies

•

Electrical

N. O. Nelson Company

915 McKinney Avenue

Dallas, Texas

HOME LOANS

★ BUYING
★ BUILDING
★ REPAIRING
★ MODERNIZING
★ REFINANCING

Dallas Federal Has Financed
Over 30,000 Homes In Dallas

Dallas Federal

SAVINGS AND LOAN ASSOCIATION

MAIN OFFICE
MAGNOLIA BUILDING

BRANCH OFFICE
8309 PRESTON ROAD

SERVING DALLAS FOR OVER 32 YEARS



A Good Team

Underwriters, claim men and safety engineers . . . trained and experienced in handling the Workmen's Compensation Insurance needs of business and industrial firms in Texas . . . are at YOUR service.

Besides having the "know how" and facilities to render you prompt, efficient and complete Workmen's Compensation Insurance Service . . . they can show YOU how to reduce insurance costs.

If you are not taking advantage of the service and saving they offer, do so NOW. There's a service office near you, for your convenience.

22 SERVICE OFFICES IN TEXAS

ABILENE • AMARILLO • AUSTIN • BEAUMONT
CORPUS CHRISTI • DALLAS • EL PASO • FORT
WORTH • FREERPORT • GALVESTON • HARLINGEN
HOUSTON • LUBBOCK • LUFKIN • MIDLAND
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HOMER R. MITCHELL, Chairman of the Board

A. F. ALLEN, President

TEXAS EMPLOYERS INSURANCE ASSOCIATION

HOME OFFICE • DALLAS, TEXAS

The Association writes Workmen's Compensation Insurance only.
Fire, Automobile and other Casualty Insurance are available through
a companion company, the EMPLOYERS CASUALTY COMPANY.



Named Manager. Russell A. Firestone, Jr., has been named manager of the Firestone Rubber Company's Dallas store at 1800 Young Street. Mr. Firestone, following the pattern established by his father and uncles, is working in the sixth Firestone store as a part of his education in the rubber business. The 25-year-old manager is a graduate of Southern Methodist University.

HERMAN MULLER is now assistant superintendent in charge of night operations of Texas Engineering and Manufacturing Company, Inc. Mr. Muller joined the company in 1950 as a foreman and became general foreman before his recent promotion.

DEWITT (TEX) COULTER, professional football tackle, has joined the James W. Huff Advertising Agency as art director and account executive. Mr. Coulter's drawings will be featured in advertising of athletic goods.

W. H. TRICE, as president, and DICK LITTRELL, as vice president and general manager, have formed the Trice Commercial Carpets, Inc., a new corporation, at 2108 Kidwell Street. Mr. Trice is also president of the Trice Floorcoverings, Inc. Mr. Littrell has been in the carpeting business for 11 years and has been associated with Mr. Trice for the past two years.

JACK GENTRY is the new service manager for Boedeker-Verner Motors. He previously was with Boedeker-Verner from 1949 through 1950 as a service floor salesman.

MRS. WANDA JARROTT, is the new sales representative for Stevens Studios at 1101 Iowa Street.



Receives Promotion. Ernest N. Prichard has recently been promoted to assistant zone manager for the Packard Motor Car Company. Mr. Prichard joined the company in 1949 as business manager in the Dallas zone and about a year later was made sales promotion manager. In May, 1951, he was appointed special representative for the company. Vern Doodan is zone manager.

CHARLES F. CLARK is the new manager of the W. T. Grant store. He comes to Dallas from Alexandria, Louisiana.

JACK DORIE, LEE GINN and KENNETH OLSON have been appointed sales managers in the Radio City Distributing Company.

HOYT O. KESLER is now fountain sales division manager for the Dr. Pepper Company.

DOAK WALKER, professional football player with the Detroit Lions team, has resumed his position as car salesman with the Triangle Motors, Oldsmobile dealers.

W. K. SMITH is the newly appointed Texas territorial manager for the Martin-Senour Paint Company of Chicago and will have his headquarters in Dallas.

ADOLF SCHMIDT is a new associate in Laclede-Elliott & Company, local advertising agency.



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- ★ AIR COMPRESSORS—ELECTRIC MOTORS
- ★ WELDING EQUIPMENT—GRINDING WHEELS
- ★ INDUSTRIAL SUPPLIES—HAND TOOLS



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Dallas, Texas



Returns to Dallas. Mrs. Florence Miller has opened her own shop featuring cosmetics, perfumes and gifts in the Main Street Arcade of the Hotel Adolphus. Mrs. Miller was formerly associated with Neiman-Marcus, a representative of Princess Gourielli and a fashion and radio commentator for Hattie Carnegie. She owned a shop in California, similar to her Dallas shop, in 1948. Mrs. Miller offers a gift counselor's service.

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- FAST AND EFFICIENT CLOSINGS
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RI-1421

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610 Wynnewood

304 W. Main
Mesquite

130 W. 1st—Irving
124-A Main—Grand Prairie

MURRAY GOLD has been named southwestern supervisor for the House of Nine, Inc., a chain of dress shops, and will manage the Dallas store at 1617½ Main Street.

EMERY L. BLACHLY has been promoted to vice president in charge of cafeteria operations for Wyatt Food Stores and DEAN LOWRY has been named cafeteria superintendent.

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SALES
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Sales Manager. Terry Hamilton Lee is the new sales manager of WFAA-TV. Mr. Lee has most recently served as radio and television supervisor of several large national accounts in Chicago. Prior to that time he was assistant manager of a Houston station and commercial manager of another radio station. Mr. Lee was formerly president and radio director of Lee, Parks, Greer & Hawkins, Inc., an advertising agency.



Copy Chief. R. B. Lainhart has been named copy chief of the Crook Advertising Agency. He has had 20 years experience in advertising sales promotion and merchandising and formerly was with the H. D. Poindexter & Sons, wholesale general merchandise; Western Auto Supply Company and Katz Drug Stores, Kansas City, Missouri, and Cabell Food Stores, Dallas. Mr. Lainhart is a graduate of Missouri University.

H. LESLIE HILL, Dallas home builder, has been named chairman of the Parade of Homes, an exhibit of model homes, scheduled for September in Dallas.

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HOME OFFICE • DALLAS



New President. J. A. Mussler with the Continental Supply Company is the new president of the Dallas-Fort Worth chapter of Nomads, an organization of petroleum industry supply and equipment men. All are located in Dallas. Mr. Mussler succeeds Courtney Berlin, Baker Oil Tools, Inc. Other officers are E. F. Shields, International Derrick & Equipment Company, vice president; M. W. Hiltbold, secretary, Buda Engine & Equipment Company; K. B. Winstead, assistant secretary, Oil Well Supply Company; R. E. Davidson, treasurer, Drilling Magazine; M. F. Hazel, assistant treasurer, Oil Well Supply; C. R. Athy, sergeant at arms, Ideco, and Lloyd E. Tracy, deputy sergeant, Oil Well Supply.

THOMAS B. CURRENS has joined the real estate firm of Dewey Usrey as salesman. Mr. Currens returned this month to Dallas after serving 16 months Navy duty off Korea.

HAROLD PAVELA was appointed service manager this month of the Doran Chevrolet, Inc. Mr. Pavela has 18 years' automotive experience, with several years work at a General Motors factory.

JAMES D. BATES of Dallas is now sales manager of the Martin Wolf Motor Company of Arlington. He previously was associated with the Alexander Motor Company and the Downtown Motor Company in Dallas.

C. P. CARDER has been named supervisor of sales and merchandising for the Dallas district of Foremost Dairies, Inc. He formerly was associated with a national dairy concern in Missouri.



New Vice President. Joe B. Chandler, Jr., is the newly elected vice president of the Guarantee Abstract & Title Company, Inc. Mr. Chandler has represented various oil companies in the examination of titles and leases. He joined Guarantee Abstract & Title in 1945 but for the past two years has been associated with another company.



Heads Metal Firm. Harry L. Collins has been appointed president and general manager of the Harben Metalfab Corporation and elected a company director. W. F. Long, former president, is the board chairman and all of the other directors and officers were re-elected. Mr. Collins was formerly associated with the Dallas Regional office of the National Production Authority. He is a registered professional engineer in Texas, Ohio and Michigan.

M. T. MONTGOMERY is the new manager of the Kinney Shoe Store at 1304 Elm Street.

LESTER F. HALL has been appointed legal counsel for National Bankers Life Insurance Company.

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- **EMPLOYEES**—Our experienced organization represents over 100 years total experience in the lumber business.
- **CRITICAL ITEMS**—are always available to our customers.
- **PROGRESSIVE ORGANIZATION**—Dallas' fastest growing lumber yard.



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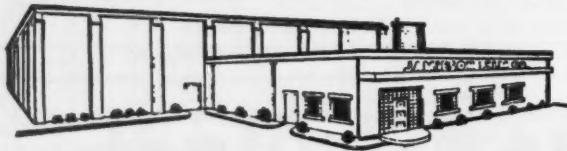
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Company Manager. Alfred Holscher is manager of the new Dallas sales office for the Fruit of the Loom and Converse & Company.

MICHAEL WEINBERG has been named manager of the women's apparel shop at Jas. K. Wilson. Mr. Weinberg has had varied experience in merchandising and retailing.

WILLIAM H. GUNDERSON has been named director of industrial relations for all Bell Aircraft plants in the Dallas-Fort Worth area. He is former manager of Bell Aircraft's Blue Mound Road plant at Hurst, Texas.

HAMILTON B. MAULE will handle publicity for the Dallas Texans, local professional football team. Mr. Maule for the past two years directed the publicity for the Los Angeles Rams of the National Football League.

BARCLAY CURTIS is now manager of the Dallas branch of the Sound Scriber Corporation of New Haven, Connecticut, manufacturer of electronic disc dictating equipment. Mr. Curtis has been Dallas sales manager for the firm since 1948.

ROBERT E. HARRIS, JR., has been promoted to manager of the industrial division of Brown Instrument Company, with headquarters in Dallas.

TOM BREEN and M. D. CHAPMAN have opened the Chapman-Breen Microfilm service with offices in the Rio Grande National Building.

MRS. MARJORIE NELLE PRICE has been named office manager of Texas Brags World's Finest Foods, Inc.

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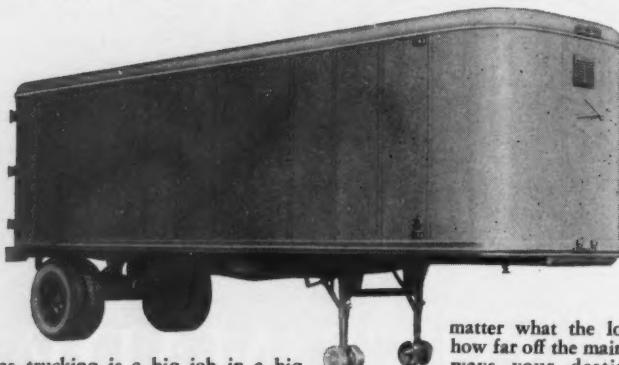
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 JACKSON, MISS.—727 South State St.



Opens Supply House. George W. Sanberg, president of the Sanberg Company, has announced plans to open the modern surgical and hospital supply store in remodeled ground floor quarters of the Medical Arts Building on March 1. James Wiggins will manage the new store. Mr. Sanberg was formerly associated with the Chicago Great Western Railway Company with headquarters in Chicago for a number of years and came to Dallas in 1943 as general agent for that company.



Sales Manager. Henry A. Finch, Jr., is the new sales manager for Skillern's Drugstores. He will be head of purchasing and will supervise merchandising at the store level. Mr. Finch began his career as a stock clerk with a Houston chain store organization and was also with the Weingarten chain of supermarkets for 13 years.

JAMES O. RICHARDS has been appointed a special representative of the Great-West Life Assurance Company.

H. R. McCANDLESS, JR., has opened offices of the McCandless Insurance Agency at 207 Reserve Loan Life Building.



Receives Appointment. Ted Moyle is the newly appointed director of advertising and sales promotion for Saladmaster Sales, Inc. Mr. Moyle was formerly associated with the J. R. Watkins Company and also the editorial staff of *Opportunity Magazine*.



Appraisers' President. J. M. Simmons, vice president of Guaranty Federal Savings and Loan Association, has been elected president of the Society of Residential Appraisers of Dallas. Other officers include Jerry Hanna, first vice president, Frank Hoke, second vice president, and James Teeling, secretary and treasurer.

FRANK B. WEBER has recently been appointed to assist in the general operations of the Strickland Transportation Company, Inc., and has been in this line of work for 25 years.

H. BASCOM THOMAS of the Dallas law firm of Bowyer, Gray, Thomas & Crozier has been named hearing commissioner for the National Production Authority.

The wise old owl says:



"The wealth of nations is men, not silk and cotton and gold." (Richard Hovey)

February is a reminder of the ideals which originally made our country different from all other countries. The desires for individual freedom that formed our nation are brought to mind by the birthdays of Washington and Lincoln. In maintaining these rights which thousands dreamed of, fought for, and died for, each of us must secure and maintain a plan for our own personal and family security.

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Advertising Manager

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Established

1869 Padgett Bros. Company

Leather Goods—
Wholesale and Retail

1872 E. M. Kahn & Co.

Dallas' Oldest Retail Store.
Apparel shops for men, women and boys.

1872 Dallas Railway & Terminal Co.

Street Railway

1872 Huey & Philp Hardware Co.

Wholesale Hardware

1875 Dallas Transfer & Term. Whse. Co.

Warehousing, Transportation, and Distribution

1876 Trezevant & Cochran

Insurance General Agents

1876 Fakes & Company

Home Furnishings

1884 The Dorsey Company

Printers — Lithographers
Stationers — Office Furniture

1885 Mosher Steel Company

Structural Reinforcing Steel and Machinery Repairs

1889 J. W. Lindsley & Company

Real Estate and Insurance

1890 William S. Henson, Inc.

Advertising Printing

Established

1893 Sparkman-Brand, Inc. Morticians

Originally, Loudermilk, Broussard and Miller

1893 Fleming & Sons, Inc.

Manufacturers—Paper and Paper Products

1900 The Murray Co. of Texas, Inc.

Carver Cotton Gin Division 1807
Boston Gear Works Division 1880
Industrial Supply Division 1907

1900 John Deere Plow Company

Agricultural Implements

1903 Republic Insurance Company

Writing Fire, Tornado, Allied Lines, Inland Marine, and Automobile Insurance

1903 First Texas Chemical Mfg. Company

Pharmaceutical Manufacturers

1906 Hesse Envelope Company

Manufacturers of Envelopes and File Folders

1907 Tennessee Dairies, Inc.

Gold Seal Dairy Products

1911 W. W. Overton & Co.

Food Brokers

1912 Stewart Office Supply Company

Stationers—Office Outfitters

1914 Texas Employers Insurance Ass'n.

Workmen's Compensation Insurance



DURING the first years of rail service in Dallas, yoked oxen such as those depicted in the above sketch, served the same function as modern diesel switch engines. The first Iron Horse rolled into Dallas in 1872. That same year Joseph Huey, a terminal merchant, and Simon Philp, founded the firm of Huey & Philp in a small one-story box house on Elm Street with a 25-foot front. The two partners prospered as Dallas grew by leaps and bounds as a wholesale center in the seventies and eighties. In 1881 they bought their own building at Elm and Griffin Streets and in 1896 the partnership was incorporated as the Huey & Philp Hardware Company. For many years the firm did both a wholesale and retail business and in 1933 was credited with being the largest retail hardware store in the nation. Today the firm is exclusively wholesale and is rated as the fourth largest hotel supply house in the United States. Now in its eightieth year, the firm also carries on extensive manufacturing operations as well as a wholesale hardware business and is under the direction of J. E. Ziegelmeyer, president, and George Roseburg, executive vice president and general manager.

*Illustration loaned to DALLAS Magazine from originals created for the Sanger Brothers Pioneer Collection.

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Another service offered by YOUR RAILROAD... the Rock Island

What about your plans for 1952?

Are you in search of a new industrial location? Let Your Railroad—The Rock Island help you. A department created especially for that purpose can supply you with pertinent information about site availability, raw material accessibility, power and labor supply. Chemical enterprises are finding the Rock Island area especially suited to their needs.

Rock Island Lines operate directly in fourteen of the Nation's richest states and to the Gulf Ports of Houston, Texas City, and Galveston, Texas. Through its connections, the Rock Island provides fast, efficient transportation outside its direct service area to every section of the country and to all ports on the Atlantic and Pacific Coasts.

*Rocket Freights are Diesel-Powered, Fast and Reliable—
The Service is Efficient and Care-Taking.*

Real opportunities exist in the great
mid-western section of America.
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President in charge of Indus-
trial Development, La Salle St.
Station, Chicago 5, Ill.

ALBERT F. HATCHER, Division
Freight Agent, Rock Island
Lines, Corner of Commerce and
Field Streets. Phone: RANDolph
4164, Dallas 1, Texas.



HOW DALLAS LOOKS FROM 12,000 FEET

1. Adolphus and Baker Hotels
2. Sanger Bros. Store
3. The Triple Underpass
4. Main T. & P. Freight Terminal, in the Trinity Industrial District
5. Trinity Industrial Park, now being developed by Trammell Crow
6. Dal-Hi Stadium
7. Intersection of Industrial Blvd. and Continental Ave.
8. Intersection of Industrial and Hines Blvds.

The area within the white line is the Trinity Industrial District. For available sites in this District, see your real estate agent or the Industrial District Properties Corporation, 401 Republic Bank Building, Telephone R1verside 6352.

"Eliminate Headaches of Trip to Town use MERCANTILE DRIVE-IN SERVICE"



A. L. Hill of the Hill Equipment & Supply Company, 1745 Levee Street, sells welding equipment and general industrial supplies and is located 5 to 7 minutes drive from town. His firm has used our Drive-in service almost daily since its inception in 1944; finds it cuts the time required for banking by two-thirds by eliminating parking or circling the block in heavy traffic while one person drives and another does the banking. "By using the Mercantile Drive-in, we never leave the car," Mr. Hill stated. "We drive in on Commerce . . . right up to the teller's window . . . and out on Main . . . eliminate the headaches of a trip to town."



MERCANTILE NATIONAL BANK

at Dallas

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION



